The AMERICAN HOME for March

25¢

THE LUCKIEST WOMAN IN THE WORLD

Dozens of DOLLAR S-T-R-E-T-C-H-E-R-S

Decorating pays dividends when you do it yourself and end up with a room as charming as this. Furniture from an attic or an old second-hand shop and a colorful Armstrong Floor to set your decorating scheme are all that you need to get started. This room has a floor of Armstrong's Jaspé Linoleum, Hunter Green, Style No. 19. Insets are Evergreen 21 and Willow Green 44. For a free list of furnishings and room plan just write to us.

We ran out of money before we got to the dining room

THERE just wasn't enough money for everything. Something had to wait. "I guess it'll have to be the dining room furniture," Dave said, looking up from his eternal figuring. "Maybe we'd even better call up Henderson's and tell them to hold up on our Armstrong's Linoleum. There's no use having that special floor if we can't afford the furniture to go with it."

My heart sank. "I just can't give up that floor."

"But if we can't afford the furniture . . ."

"I'll do something," I said desperately. If I had to use makeshift furniture, we'd need an Armstrong Floor more than ever.

The next morning I went down to Henderson's to cancel my dining room furniture order. The man I told my story to was very sympathetic. "Well," he said hesitantly, "if you're not too choosy, I have some pieces in the back of the store. They're not new, but . . ."

That's where I found my furniture, way back in a dark corner. It was all covered with old paint and dust. It looked so sad that they almost gave it away.

Dave wasn't very enthusiastic about it at first, but after I'd sanded the coffee table and painted it he began to get interested. While I did the chairs he finished the big table and cabinet. Disguising the radiator was a job that we left up to a carpenter. I completed the window treatment with a filmy marquisette swag and a white bamboo blind lightly brushed with gold.

Actually, I'd considered the second-hand furniture as a temporary measure . . . that is until I saw it with my Armstrong Floor. It didn't take more than a first glance to convince me that the dining room was one of the nicest rooms in the house. I decided there was no point in changing things.

"Well," said Dave, "at least there's no rush now. We can put money aside for our new furniture a little at a time."

Dave was sweet to still offer to buy the furniture, but I told him that we'd have a much more important use for our money about the middle of next October.

It took a minute to sink in, but Dave finally caught on. Isn't it funny how slow men are to catch something like that?

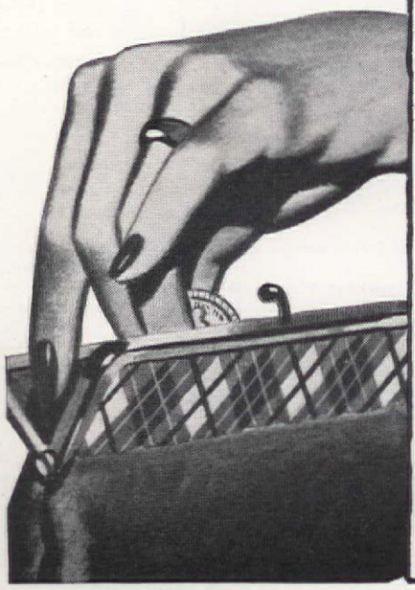
Write for new decorating book—"Ideas for Every Room." The noted decorator, Hazel Dell Brown, has packed its 32 pages with full-color illustrations and ideas for new homes and old. Send 10¢ (outside U.S.A., 40¢) to Armstrong Cork Company, Floor Division, 4903 Pine St., Lancaster, Pa.

ARMSTRONG'S LINOLEUM FLOORS

for every room (A) *in the house*

MADE BY THE MAKERS OF ARMSTRONG'S QUAKER® RUGS, ARMSTRONG'S ASPHALT TILE, AND ARMSTRONG'S LINOWALL®

How much will an EASY save you?



Money?

The new Easy Spindrier with Automatic Spin-Rinse is today's first washer value. Costs far less than many washers that do lots less for you!

washing time?

Does a week's wash in less than an hour! One tub washes gently-but-thoroughly, while the other super-rinses, then spins clothes damp dry!

soap and hot water?

Easy's a miser! Uses hot suds over and over! No need for oversize water heater! No family fights for hot showers!

set tub rinsing?

Not with Easy! Just turn a tap! Clothes are needle-sprayed in spinning basket. Rinses a full load whiter, brighter in 3 minutes ...with 3 gallons warm water!

wringing time?

There isn't any! Instead, Easy spins a full load damp-dry at once...as much as 25% *drier* than tight-set wringer rolls!

drying and ironing?

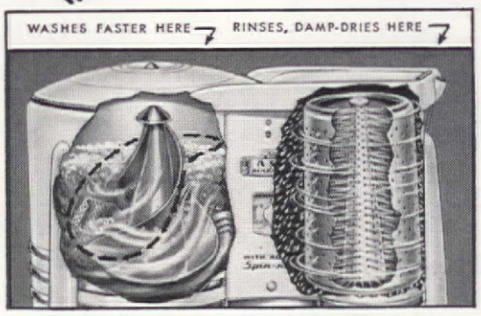
Clothes are lighter to hang up and dry faster. No dripping. No wringer wrinkles to iron out! No broken buttons!

precious space?

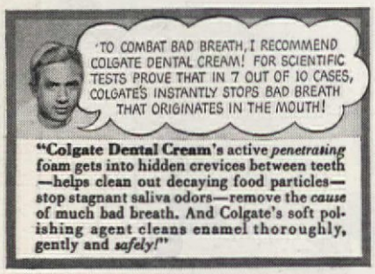
Store Easy anywhere. Just wheel it to kitchen or laundry sink. No set tubs needed. Perfect for cramped quarters!

cleaning bills?

You'll save dollars every month by safely doing "washables" like drapes and slipcovers at home! See Easy in action today! Easy Washing Machine Corporation, Syracuse 1, New York.



Every day more women say—"It's EASY for me!"



LATER-Thanks to Colgate Dental Cream

● Our cover—"Small fry waiting for the bus," a delightful painting in tempera by Margaret Nielsen

Editor
MRS. JEAN AUSTIN

●

Managing Editor
MARION M. MAYER

Home Furnishings Editor
JAMES M. WILEY

Decoration Editor
MARY E. MONZE

Architectural Editor
WILLIAM J. HENNESSEY

Building Editor
JAMES A. OEST

Home Equipment Editor
EDITH RAMSAY

Associate Equipment Editor
ELIZABETH FULLER

Horticultural Editor
E. L. D. SEYMOUR

Feature Editor
RUTH DAVIS

Arts and Crafts Editors
VELMA LUND
BEVERLY A. FLOOD

Party Editor
GERTRUDE BRASSARD

Art Director
HERMAN E. BARTEL

Art Editor
EDWARD FORTUNA

Market Place Editor
JUDITH GELLERT

Copy Editor
BETTY HUSBAND

Western Correspondent
KAY CAMPBELL

Midwestern Correspondent
RUTH W. LEE

Southwestern Correspondent
DOROTHY MONROE

In this Issue

MARCH, 1949 **VOL. XLI, NO. 4**

Arts and Crafts

56 Summer in Your Own Resort
56, 57 Patterns

Children

62 "I Don't Like to Punish Them—But" . . . *Dr. Samuel R. Berenberg*
134 Active Plants for Active Children . . . *Gertrude T. Burnham*
141 Singing Like the Others Do . . . *Helen S. Neal*

Decorating

32 How Much Can You Afford to Go in Debt for? . . . *Neil Petree*
34 How Much Does It Cost to Furnish a Home Today? . . . *James M. Wiley*
38 $1406 Furnished Our Stuyvesant Town Apartment . . . *Lee Bowman*
42 But What Can I Do for $10?
46 How to Buy a Radio-Phonograph or Television Console . . . *J. David Crthcart*
88 War-Born Hobby . . . *Florence Peto and Mary E. Monze*
94 Decorator Tricks
98 Alcove Put to Work
110 It's What You Take Off

Gardening

52 If You Are Going to Garden Near Boston . . . *George Graves*
54 A Sample Garden of Simples . . . *Ethel M. Eaton*
124 From Your Own Garden
126 Money Grows on Plants . . . *Marguerite Smith*
128 Storage Wall—Garden Style . . . *Marion H. Blakeman*
134 Active Plants for Active Children . . . *Gertrude T. Burnham*

Homes and Maintenance

44 Quality—on a Limited Budget . . . *William J. Hennessey*
58 The American Home Study Plan . . . *William J. Hennessey*
60 The American Home Maintenance Primer . . . *James A. Oest*
105 Just $800 and a Stick of Dynamite . . . *Edward A. Adler, Jr.*
109 Jacob's Ladder . . . *Eric Guilbert*

Foods, Parties, Housekeeping

64 Stretch Your Kitchen Dollar . . . *Edith Ramsay*
66 Our Town Was Tired of Showers . . . *Eileene Coffield*
70 Pick Up a Recipe
71 Menus
74, 78 Recipes
76 Kitchen Barbecue . . . *Marie Peters*
81 Tricks of the Trade
84 A Dust Bowl Is Not Economical . . . *Elizabeth Fuller*
86 Make Your Own Chopping Board
100 Closets Are Expansible . . . *Lucille Sylvester*
102 More Closet Ideas

Features

12 Letters
16 Market Place
20 Books
24 Is There a Better Reason for a Home? . . . *J. William Quinn*
31 I Am the Luckiest Woman in the World . . . *Jean Austin*
50 There's No Place Like Home for Accidents . . . *Ruth Davis*
83 Why Do Men? . . . *Elizabeth Smith*
147 Look, It's New
148 What's Going On?

THE AMERICAN HOME, March, 1949. Vol. XLI, No. 4. Published monthly by The American Home Magazine Corporation, 444 Madison Ave., New York 22, N. Y. W. H. Eaton, President-Treasurer; Jean Austin, Vice-President-Secretary. Executive, Editorial and Advertising headquarters, 444 Madison Avenue, New York 22. Subscription Department, 55 Fifth Avenue, N. Y. 3.

Copyright, 1949, by The American Home Magazine Corporation. All rights reserved.

Title registered in U. S. Patent Office. Subscription price in United States and Canada $2.50 a year; two years, $4.00; three years, $5.00 Foreign postage, $1.00 per year extra. Entered as second class matter December 31, 1935, at the post office at New York, N. Y., under act of Congress March 3, 1879.

Andersen Gliding Window Units in Sam Buron Home, Pine Bend, Minnesota

ANDERSEN *Windowalls*

THE PRACTICAL BEAUTY TREATMENT FOR YOUR HOME

Lucky you... when your new home is equipped with the finest of windows... ANDERSEN WINDOWALLS... the windows that perform the functions of both walls and windows. There are thousands of ways these factory pre-fabricated wood window units can be combined to welcome sunlight and fresh air into your home... to frame a lovely view... and to keep your home cozy and warm in winter. Write today for information.

Mail this Coupon for Windowall Idea Booklet

Andersen Corporation
Bayport, Minnesota **AH39**

Gentlemen:
Send literature on Andersen WINDOWALLS.

Name_____

Address_____

City_____ Zone_____

State_____

Thanks to the cleanser that's

FAST! EASY! SAFE!

How does Bon Ami bring such sparkle—so quickly—to kitchen sinks, bathtubs, tiling? Here's the reason:

Bon Ami is super-fine and free from scratchy grit. It removes dirt easily without leaving dirt-catching scratches to dull surfaces—to make your cleaning harder! It polishes as it cleans. So you work much less to get a brilliant luster. Try it and you'll call Bon Ami your good friend. It's fast, easy, safe!

Bon Ami Cake cleans windows cleaner. No streaks. No oily film. Polishes as it cleans—and costs so little.

BON AMI POWDER AND CAKE

"hasn't scratched yet!"

Contributors

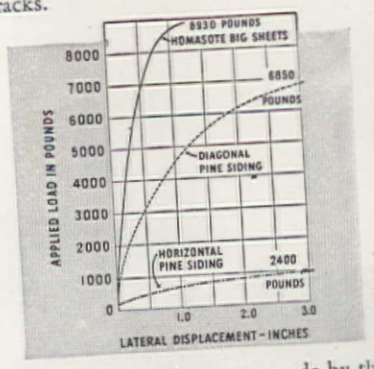
. . . **HERMAN E. BARTEL** says he's busy as the well-known beaver these days with his new job as Art Director of THE AMERICAN HOME and with his new-old house in New Rochelle, New York. Week ends spent taking old wood paneling down "to the bone" give him an opportunity to apply his talents, plus all the how-to-do hints absorbed from his more recent contact with our decorating pages. To brief his career: Early art training at Pratt Institute, Army newsreel photographer during the war, followed by free-lancing in advertising art from his own studio. His avocations: Making prize-winning movies, painting in oils and water colors, and listening to records.

. . . **LEE M. STEPHENS** is blessed with an imagination that has made her acquaintance with five old houses (lived in during the war) a mutually profitable one. A collector of antique furniture and glass, she is an ardent "restorer" of antiquated surroundings, which show off her prize pieces to the best advantage. Also an originator of unique party ideas and table settings, she demonstrates her ability in the "Baby Shower" setting (photographed by her husband) on page 62.

. . . **GEORGE GRAVES** is a professional horticulturist who began his career in after-school gardening. His gradual climb to distinction includes work in botanical gardens, nurseries, private estates, experiment stations, and landscape development in the Northeast. Now he devotes his time to writing (which includes his book *Trees, Shrubs, and Vines for Northeastern United States*), lecturing, and broadcasting his garden radio program over Station WCOP, Boston. His article "If You Are Going to Garden Near Boston" was derived from firsthand information acquired at his farm on Martha's Vineyard.

—strong enough to withstand hurricanes, floods and tornadoes. Homes built of Homasote have stood up under all such conditions. Letters from hundreds of owners support these statements.

The Big Sheets of Homasote literally "weld" the many individual pieces of the frame construction into one solid unit. The walls act as beams. Even a settling of the ground does not cause cracks.



This chart is based on tests made by the Research Laboratory, Department of Civil Engineering, Columbia University. It shows that Homasote Big Sheets offer far greater strength than conventional sidings — with a minimum of lateral displacement even under maximum stress.

Use Homasote for interior or exterior finish and for every sheathing need. It is *permanently weatherproof*—your insurance of a dry and quiet home . . . Mail the coupon for illustrated folder suggesting many practical, money-saving, attractive uses.

Weatherproof

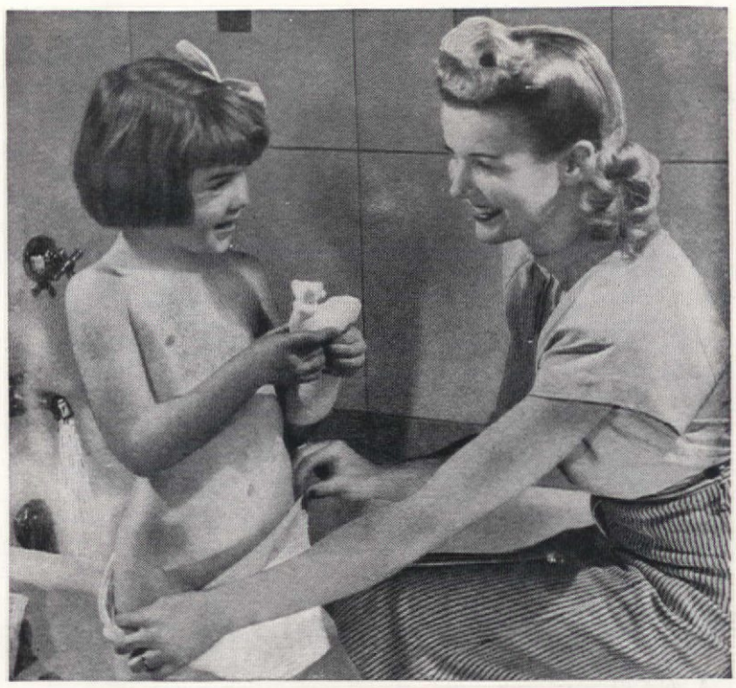
HOMASOTE

HOMASOTE COMPANY
Dept. 14, Trenton 3, N. J.
Send me free folder on Homasote and its uses.

NAME (PLEASE PRINT IN PENCIL)

ADDRESS

CITY & ZONE STATE



1. "I was smart to buy our new General Electric Automatic *Electric* Water Heater! With fuel prices the way they are today, I find it's *cheaper to use electricity!* And, being *automatic*, our G-E Water Heater gives us lots of hot water whenever we need it!"

2. "The convenience and beauty of our new General Electric Automatic *Electric* Water Heater make it worth twice its price! No burners to regulate! No fire to go out! No fumes! Just lots and lots of clean hot water for dishes, clothes, and cleaning—automatically!"

For cheap HOT WATER ... and lots of it ... use a G-E Electric Water Heater!

3. "A last-minute date means a quick shower. And no matter how much hot water Mom has used during the day, there's still plenty waiting for me. It certainly was a lucky day when we got our new G-E *Electric* Water Heater!"

*Trade-mark Reg. U. S. Pat. Off.

Check with your electric company. You may be surprised to learn that today *electricity* is often your *cheapest fuel!*

A G-E Electric Water Heater is automatic, trouble-free and cheap to operate! Look at all these features . . .

SAFETY . . . No fire to watch. No fumes, no chimneys, no flues. Installs anywhere. Approved by Underwriters' Laboratories.

DEPENDABILITY . . . Completely automatic! Dependable service for many years. Backed by General Electric's 10-year Protection Plan!

AUTOMATIC . . . Gives you plenty of hot water *when you need it!* Heavy-duty precision-built Thermostats keep water at proper temperature automatically!

EFFICIENT . . . Long-life Calrod* heat-wrap units give you *cheap, efficient* operation! Three-inch blanket of noninflammable Fiberglas and built-in heat trap keep water hot *as long as three days without reheating!*

a size to fit your family's needs

SEE YOUR General Electric dealer today! General Electric Co., Bridgeport 2, Conn.

AUTOMATIC ELECTRIC
WATER HEATERS

GENERAL ELECTRIC

How I retired with $200 a month

"IT WAS BACK in 1928 that I made up my mind. In twenty years, I told myself, I'm going to be retired, living out in Southern California. I'd no idea, though, just *how* I'd manage it.

"Business was booming in '28. Yet there were rumblings that 'it can't last,' 'things are bound to drop.' Wasn't there *some* way for a man like me—making a fair salary but no expert on stocks and bonds—to plan to have a retirement income? A way that *couldn't* fail? So safe that I could actually afford to stop working someday, sell the house, and drive to California for good? (Mind you, I didn't have a lot of money. In fact, I never *could* build up a bank account.)

"Well, I started talking to friends about my idea of retiring. Like myself, they were in their early forties or younger. But *none* of them knew any kind of plan that seemed right for me. Then one day a man in my office showed me a copy of the Literary Digest, with an ad for the Phoenix Mutual Retirement Income Plan. 'Maybe this is what you're looking for,' he said. I read the ad through. And I knew at once—*here was my answer.*

"The ad told of a simple, systematic way almost any man of forty or so could plan to retire at 55 or 60. He needn't be rich. All he *did* need was fifteen or twenty good earning years ahead. He could make part of his present salary buy him a retirement income later. Then, when he hit retirement age, he would start collecting his first check for $150 or $200.

"Every month, wherever he lived, his checks would keep coming in—right on the dot. They'd bring him an income he couldn't lose and couldn't outlive.

"At the bottom of the ad was a coupon offering more information. I clipped it and got it in the mail right away. Back came a booklet telling all about Phoenix Mutual Plans.

"Soon as I could, I applied and qualified for a Phoenix Mutual Plan. And ever after—through the stock market crash, the depression, the war—it gave me a feeling of security I wouldn't trade for a big bank account. Best of all, in April, 1948, *I retired!* Today, just as I planned, I'm out in California. I'm enjoying sun and freedom for the rest of my life. I'd say there's just one secret to retiring—starting young enough."

Send for Free Booklet

This story is typical. Assuming you start at a young enough age, you can plan to have an income of $100 to $200 a month or more—beginning at age 55, 60, 65 or older. Send the coupon and receive, by mail and without charge, a booklet which tells about Phoenix Mutual Plans. Similar plans are available for women. Don't put it off. Send for your copy now.

ESTABLISHED 1851

PHOENIX MUTUAL

Retirement Income Plan

GUARANTEES YOUR FUTURE

PLAN FOR WOMEN

PHOENIX MUTUAL LIFE INSURANCE CO.
760 Elm Street, Hartford 15, Conn.

Please mail me, without cost or obligation, your illustrated booklet describing Retirement Income Plans for women.

Name_____

Date of Birth_____

Business Address_____

Home Address_____

PLAN FOR MEN

PHOENIX MUTUAL LIFE INSURANCE CO.
760 Elm Street, Hartford 15, Conn.

Please mail me, without cost or obligation, your illustrated booklet showing how to get a guaranteed income for life.

Name_____

Date of Birth_____

Business Address_____

Home Address_____

COPYRIGHT 1949, BY PHOENIX MUTUAL LIFE INSURANCE COMPANY

Contributors

. . . **MARION HAYES BLAKEMAN** has led and is leading the type of life that a young girl dreams about. After Wellesley she up and left for Europe where she ran canteens in France and Germany during the World War I. Home again, she then bought and operated her own inn in the Berkshires. Tiring of that, she organized and ran the Home Guild for the Brooklyn Daily Eagle. When it came time to settle down, she married an artist, with whom she began a thriving business in toiletries from a workshop on Cape Cod. Now the Blakemans' shop has expanded into a large craft and importing business. Mrs. Blakeman's article is on page 128.

. . . **HELEN S. NEAL** was born with so much love for music inside of her that she has made it the focusing point around which her whole life revolves. She has taught harp and piano, reviewed books and interviewed musicians for newspapers, written and sold many important articles on music and child musical development, and has gradually acquired an interesting collection of stringed instruments. She has encouraged her children to study music, accompanying them on the piano. Her suggestions for training tone-deaf children are on page 141.

. . . **J. WILLIAM QUINN** has been a teacher and school administrator in New York schools for the past sixteen years. His qualifications include a B.S. and M.S. from Syracuse University and a Ph.D in education from New York University. Dr. Quinn states emphatically that, in spite of his active academic life, he manages to spend a good deal of time with his family. Intensely interested in youngsters and alert, progressive school programs, he recently developed a course in personality development for high school seniors. He is author of the "Neighbors" article on page 24.

No chance of these budding young athletes thoughtlessly chasing the ball into the street . . . possibly racing into the path of an onrushing car. No more worrying about *where* the chidren are, and *how* they are. Not when your house has its own private playground—protected by a Cyclone Fence.

A Cyclone Chain Link Fence does more than protect your children, pets and property, it adds to the appearance of your home as well. And, because of the many special features of design, construction and installation, a Cyclone Fence *retains* its trim good looks year after year.

Why not find out more about Cyclone? It's easy. Just send in the handy coupon, and our interesting book will be on its way to you.

FREE 32-Page Book on Fence

This book will help you choose the right fence for your home. Chock-full of pictures, showing many types. Whether you need a few feet of fence or miles of it, you'll find this book helpful. Send for your free copy today.

CYCLONE FENCE DIVISION
(AMERICAN STEEL & WIRE COMPANY)
Waukegan, Ill., Branches in Principal Cities
United States Steel Export Co., New York

Cyclone Fence
Waukegan, Ill., Dept. 139
Please mail me, without obligation, a copy of "Your Fence."

Name_____

Address_____

City_____ State_____

I am interested in fencing:
☐ Residence; ☐ Estate; ☐ Playground; ☐ Industrial; ☐ School.
Approximately_____feet

USS **CYCLONE FENCE**
UNITED STATES STEEL

THERE'S A *RIGHT WAY* TO DO EVERYTHING

...and there's a RIGHT GRADE of

WEST COAST WOODS

for every building use

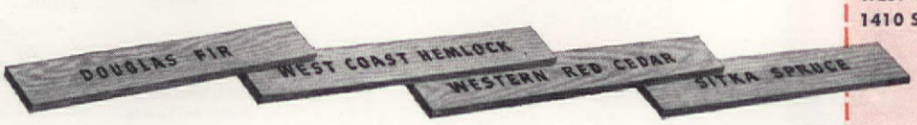
FIRE-HOSING the dishes? Imagine! Why, that's just as impractical as using top-grade lumber where a less expensive grade will do an equally good job.

When *you* build, make sure you use the *right* grades of lumber—the least expensive grades that fit your needs. You get wood's insulating quality plus beauty, individuality and adaptability to every architectural style . . . save money, too.

Ask your retail lumber dealer for building advice. He'll show you it pays in every way to build with time-tested West Coast Woods.

TIMBER IS A CROP...and grows on tree farms. LUMBER, properly used, represents less than 20% of the cost of the average home.

FREE HOME-BUILDERS GUIDE! Our illustrated booklet "How to build well and save money" is a valuable guide for anyone who is building or interested in building. It points out the important steps to consider in making sure of a soundly built home . . . for less money. SEND COUPON for your FREE COPY.



WEST COAST WOODS
1410 S.W. Morrison, Room 601, Portland 5, Oregon

Please send me your free booklet "How to build well and save money."

Name_____

Address_____

City_____ Zone____ State_____

IT'S SMART TO BUILD WITH THESE

WEST COAST WOODS

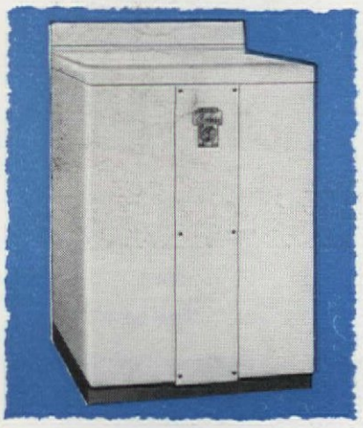
See this NEW DISCOVERY for the MODERN Kitchen

Hot Water "Packaged-in-Glass"!

HOT WATER "PACKAGED-IN-GLASS" is assuring hundreds of thousands of American homes automatic hot water that's sparkling *clean*. Now you can enjoy all the benefits of this new discovery in a new kind of *Permaglas* Electric Water Heater, a popular Table-Top Model, that slips into your kitchen . . . and gives you extra, useful table work space!

NO RUSTING • NO CORRODING

Your *Permaglas* Water Heater CANNOT rust or corrode under any water condition—because the tank is glass-fused-to-steel.



New table-top electric model, 30- and 40-gal. sizes. Other electric models, 30, 50, and 80 gal.

Annoying (and costly) tank rust that ruins your laundry, corrosion dirt that stains both water and fixtures—both are banished! You enjoy the certainty of long and dependable hot-water service. You get the finest automatic hot-water convenience at extremely low cost.

The great discovery of glass-fused-to-steel, *built-in* protection against damaging rust, is just one of many advanced "*Permaglas*" features. Ask your dealer about all of them . . . soon. At leading public utilities, merchant plumbers, and better appliance dealers.

FOR DRAMATIC PROOF, visit your nearest dealer who displays this emblem:

See for yourself this amazing new discovery . . . Hot Water "Packaged-in-Glass."

Permaglas

Guaranteed by Good Housekeeping

Permaglas

TRADE MARK REG. U. S. PAT. OFF.

A SMITHway WATER HEATER*

A. O. SMITH Corporation, Water Heater Division, Kankakee, Illinois
International Division: Milwaukee 1, Wisconsin • *Licensee in Canada: John Inglis Co., Ltd.*

*Also quality zinc-lined *Duraclad* Electric Water Heaters

Contributors

. . . **ARTHUR MARSHALL SMITH** distinguished surgeon, physician, and authority on gynecology, is proof that he who is busiest has enough time for everything. Besides leading an unbelievably full professional life, he finds plenty of time to relax. And by "relax" we don't just mean building a barbecue pit (the reason for his inclusion in THE AMERICAN HOME). He also is an active member of several outing and mountain-climbing clubs, flies as a licensed private pilot, does portraiture sculpturing, builds complete working scale models of sailing yachts and power cruisers, and is an expert photographer and a pioneer in the field of visual education, with his own collection of fine movies. See what we mean?

. . . **EILEENE COFFIELD** is a pure Westerner, very much at home in the wide open spaces of Oklahoma. She was born in Dumright, went to the University of Oklahoma, and returned to her home city to marry and settle down. She and her husband spend all of their spare time hunting and working their pointer bird dogs and entering them in field trials. Recently ensconced in a new home, they now have ample kennel space for ten dogs or more. Mrs. Coffield's "Our Town Was Tired of Showers" appears in this issue on page 66.

. . . **EDWARD A. ADLER, JR.**, and his wife, Jean, were married ten years ago by a "soda fountain justice of the peace" in New York City. After five years of apartment living in Manhattan's Tudor City, they agreed that city life wasn't for them and set off for Connecticut. Settling in the town of Mystic, they adopted a little boy and girl, started building their home (page 105). Since 1946 Mr. Adler has been assistant director in charge of veterans' counseling and public relations at the Fort Trumbull branch of the University of Connecticut.

How to choose BEAUTIFUL WOODWORK THAT REFLECTS *You!*

For paint or enamel finish, wood texture must be soft and free from pitch. For stains or transparent finishes, you'll want attractive figure and grain. Because Arkansas Soft Pine Satin-like Interior Trim has all these characteristics in your choice of woodwork patterns, it's the inexpensive and simple answer to having your home interior as individual as yourself.

If you like quaint Cape Cod, you'll like this Paul Revere pattern in Arkansas Soft Pine paneling.

This semi-formal treatment uses stiles and rails with recessed panels, all painted in off-white.

Here the beautiful figure of Arkansas Soft Pine shows to advantage through transparent finish applied to paneling of smartly modern design.

MAIL COUPON NOW!

for this useful book that helps you choose the right woodwork for each room.

ARKANSAS SOFT PINE TRADE MARK REGISTERED

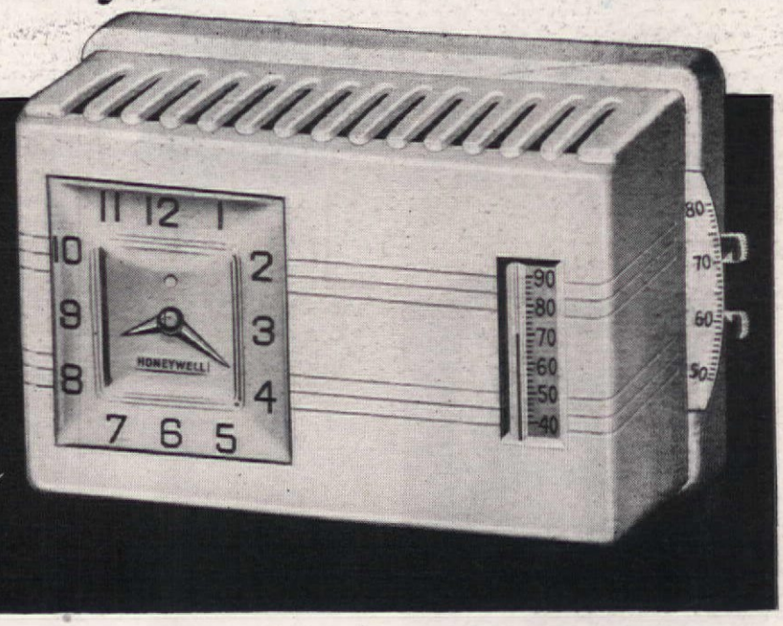
ARKANSAS SOFT PINE BUREAU
349 Boyle Building
Little Rock, Arkansas

Enclosed find 10¢ (25¢ west of the Rockies) for "How to Have Beautiful Woodwork."

Name. . . . . .

Address. . . . . .

HOME OWNERS say that the two things they want most from their heating plant are comfort and fuel economy . . . Chronotherm, Honeywell's electric clock thermostat, gives both . . . It switches to lower fuel-saving temperature at night, then restores daytime comfort in the morning before you arise—*all automatically!*



Chronotherm
ELECTRIC CLOCK THERMOSTAT

FOR YOUR PRESENT HOME

Replace your present thermostat with Chronotherm. You can install the "Plug-In" model yourself in less than ten minutes. No installation expense. Price $39.50, including federal tax.

FOR YOUR NEW HOME

Whether you build or modernize your home, your new heating plant should be completely automatic and *controlled by Chronotherm,* to insure maximum comfort, convenience and fuel economy.

Chronotherm will soon pay for itself in fuel saved — and will keep on saving money for you year after year.

Order Chronotherm today from your heating, service or appliance dealer. Or, call any one of the 73 Minneapolis-Honeywell branch offices for dealer information.

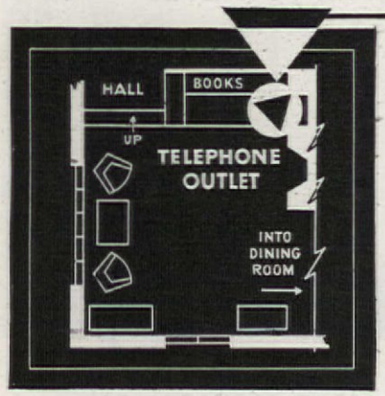
MINNEAPOLIS
Honeywell
CONTROL SYSTEMS

MINNEAPOLIS-HONEYWELL REGULATOR COMPANY
2702 Fourth Avenue South • Minneapolis 8, Minnesota
Send me the fuel-saving, comfort story of Chronotherm.

Name_____
Address_____
City_____ State_____

MINNEAPOLIS-HONEYWELL REGULATOR COMPANY • MINNEAPOLIS 8, MINNESOTA • CANADIAN PLANT • LEASIDE, TORONTO 17, ONTARIO

marks the spot for a built-in telephone outlet



That little triangle, marked on the plans for your new home, will help protect the beauty of fine walls and woodwork. It shows your builder the locations where you will want telephones. It enables him to provide for *concealed* telephone wires leading to built-in telephone outlets.

If he knows the locations in advance, he simply installs outlet boxes and then connects them with a few sections of pipe or tubing inside the walls while construction is in progress. Later, when telephones are installed, the wires can be run through these raceways to each instrument.

For complete details about this important home feature, call your nearest Bell Telephone Business Office and ask for "Architects and Builders Service."

BELL TELEPHONE SYSTEM

Letters

It is an unfortunate fact that a great many Florida houses are built for and by people who know little of local conditions and whose previous experience is with structures of more than one story. The article (November) "Miami Modern—Right Down to the Ground," is a case in point.

Most newcomers build after seeing Florida only in the winter months and have no knowledge of what a house has to face during the summer. We have little rain, even in a wet winter, and what there is runs off the surface. On the other hand, in the summer we have daily rains which usually penetrate a few feet to hardpan. Roughly speaking, the hardpan is at about sea level—in any case water does not drain off below sea level—and if we have several storms, the water level is actually above sea level for weeks at a time.

Now add this little known fact: Florida sand is not ground stone but ground shell. In other words on dredged land you have no drainage.

In terms of the house you have shown, this means that the plumbing is only a matter of inches above sea level in good weather and rather less in wet weather. If the house has a septic tank instead of a sewer connection, the controlling water level may be above the bottom of the floor.

I do not know why so many people like the idea of a house that sits right on the ground. Under most building codes there is no way of stopping anyone from building that way. As a result we continue to get houses with toilets that flood every summer.

We have learned a lot since the stucco houses of the Twenties. It's no secret. "Miami Modern" may be all right—but it could so easily be copied all wrong. —BRUNO BECKHARD

•

I have been trying to write you since I first read my September issue. Mrs. Daniel Griffin's letter made me boil. I do hope she read your answer which was so beautifully stated. I really believe anyone willing to work, will see his dream come true.

My husband and I struggled in 1934 and 1935 trying to make ends meet on a small salary, paying rent and meeting all the other bills. Also, we had a small baby.

We found a 150-acre farm just outside of Sylvania selling for $2,000. With the help of our family we made a small down payment and moved in. There were no electric lights, no running water. My friends thought it dreadful for me to live in such a hut, but I did not let it get me down.

My husband continued to work. We bought a mule, hired a plow hand, and I started to farm. Today, we have

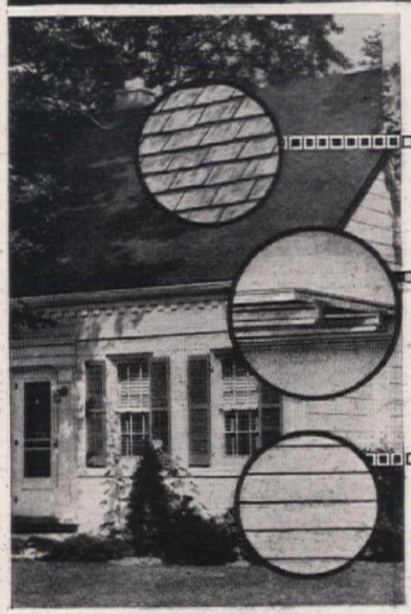
PLEASE TURN TO PAGE 14

There's Nothing Quite Like **Alka-Seltzer**

For fast, *dependable* relief from a stomach upset, take Alka-Seltzer! There is nothing quite like Alka-Seltzer. Here's why: (1) Alka-Seltzer's alkalizing agents are wonderfully effective in relieving excess gastric acidity. (2) Alka-Seltzer also contains one of the world's most effective pain-relieving agents for relief from headache which so often accompanies stomach upsets. (3) Alka-Seltzer's fizzing effervescent action, in itself, is soothing to an upset stomach. For *dependable* relief from acid indigestion, take Alka-Seltzer. At all drugstores, U.S. and Canada.

TRY IT for ACID INDIGESTION

HEADACHES DISCOMFORT OF COLDS MUSCULAR ACHES *and* PAINS



3 BIG REASONS WHY CONCRETE MEANS LIFETIME SATISFACTION

A FIRESAFE ROOF of cement asbestos shingles or concrete tile affords protection against sparks and flames, resists weathering of sun, rain and snow.

CONCRETE SUBFLOORS keep fire from spreading within the house. They're rigid and won't warp, creak, sag or vibrate. They're a perfect base for any floor covering—terrazzo, hardwood, rugs, linoleum, tile.

CONCRETE WALLS are durable and firesafe. They can be finished attractively in many ways—patterned masonry, textured portland cement stucco, white or colored portland cement paint.

HOME! What dreams that word conjures—what visions of a charming haven of comfort and security for loved ones!

These visions come true when you build your house with concrete, for concrete walls and subfloors and a firesafe roof bring you—

LIFETIME COMFORT in a house that's warm and dry in winter, cool and dry in summer because it is weathertight and easy to insulate effectively with a wide variety of materials.

LIFETIME SECURITY in a house that protects your loved ones and cherished possessions because concrete can't burn. Concrete also defies wind, weather, decay and vermin.

LIFETIME HOUSING ECONOMY in a house that is moderate in first cost, that lasts a lifetime, that costs little to maintain. That's ***low-annual-cost*** shelter. Yes, it costs less to live in a concrete house.

LIFETIME CLEANLINESS in a house that makes housekeeping a pleasure because it's easier to keep clean.

You can build your concrete house in any architectural style, size or floor plan. Write today for free illustrated booklet, distributed only in the U. S. and Canada.

HOW TO GET A CONCRETE HOUSE
. . . and what will it cost?

Phone a local concrete masonry manufacturer for names of architects and builders experienced in concrete house construction. They know conditions in your community and can tell you about plans and costs.

Take any plans or sketches you have to an architect. Have him show you how your home—of any size, style or floor plan—can be economically built with concrete walls, subfloors and a firesafe roof.

Architect-Designed Houses Stay Young Longer

PORTLAND CEMENT ASSOCIATION

Dept. A3-5, 33 W. Grand Ave., Chicago 10, Illinois

A national organization to improve and extend the uses of portland cement and concrete . . . through scientific research and engineering field work

WITH Cotton Insulation

MAKE YOUR NEW HOME a cool retreat from the heat . . . a warm, snug haven against winter chill . . . a cozy place for carefree, comfortable relaxation.

The modern protectiveness of clean, soft, fluffy-white cotton insulation is yours to enjoy from the day you move in . . . no upkeep, no repairs, no replacements — EVER. No other home investment gives you such smooth, unfailing service year after year. Cotton Insulation actually pays for itself over and over again in fuel savings alone.

Cotton Insulation and ONLY Cotton Insulation Gives You ALL These Desirable Features:

Permanently Flameproof • Most Efficient, by Government Test • Non-irritating • Easiest to Install • Lightest in Weight • Insect- and Rodent-repellent • Sound Retardant • Greater Comfort in Any Climate • Pays for Itself in Fuel Savings

Write to any of the following manufacturers for complete information on how to put low-cost, high-comfort cotton insulation in your home. No obligation.

Standard Cotton Products Co. "Standard" Insulation Flint, Michigan

Insulation Industries, Inc. "Triple-I" Insulation Janesville, Wis.

Lockport Cotton Batting Co. "Lo-K" Insulation Lockport, New York

Gilman Brothers Company "Cellulite" Insulation Gilman, Conn.

Barnhardt Manufacturing Co. "Natur-Temp" Insulation Charlotte, N. C.

NATIONAL COTTON COUNCIL OF AMERICA

Letters

(Begins on page 12)

two tractors and four mule plows and have fixed up the "hut" into a really livable house—living room, dining room, den, kitchen, two bedrooms, two bathrooms, plus halls and closet space. It is not just a house that we *might* have bought *if* we had had $10,000; it is a home. And my daughter grew up with a wholesome life that she would never have known in a rented apartment in town.

—MRS. T. L. COCHRANE

We never dreamed a garden was so much fun. We had just moved into our house, and the ground was there with nothing in it, so my husband dug it, we planted the seeds, and they really grew!

Of course, we did make some mistakes, like planting much too much lettuce and trying to grow watermelons from seeds too late in the season. But on the rest of the garden we were very lucky, so lucky that I put up 12 quarts of tomatoes, had squash, cucumbers, tomatoes, carrots and beets well on into the winter.

It's surprising how much you can grow on a small lot. We had two strips about 10 feet wide by 40 feet long, and we grew lettuce, onions, radishes, carrots, beets, peas, beans, cucumbers, squash, vegetable marrow, tomatoes, corn and spinach.

We certainly are going to have a garden from now on, even if all we can have is a window box—but we hope we will always be able to have a real garden.—MRS. GRACE STEVENSON

Mr. Jackson and his braided rug as shown in our January issue.

"Five Weeks Later." It's the same rug and nine feet across—quite a job to work on when it gets that big but I fold it all over and work on the edge as you can see. Just thought you'd be interested, that's all.

—FREDERICK S. JACKSON

Lovely to LOOK AT
Lovely to LIVE IN

because it's insulated with CELLULITE COTTON INSULATION

THIS is no "Dream House". It's *Real!* Folks like you are living in it right now — and in hundreds more just like it. It's the famous Ranch House built by Levitt and Sons, the nation's greatest builders of American homes. And every home constructed by Levitt — *thousands and thousands of them*—is insulated with CELLULITE, America's Finest Insulation! Levitt chose CELLULITE above all others because CELLULITE gives home-owners *so much more for their money!*

Best By Government Test!

CELLULITE is up to 36% *more efficient* in resisting heat and cold than any of the ten insulating materials tested by the United States Government!

Defies Flame and Water!

CELLULITE is *permanently Flameproof!* Won't flame under the concentrated fire of a blowtorch! What's more, it's *vermin-proof, mildew-proof, sound-proof!*

And Saves You More Money!

CELLULITE saves up to 40% on fuel alone! And it's so easy to install, your home can be done in a jiffy. And that means *still more savings for you!*

It Pays to Insulate with Cellulite! Send Today for Your Free Literature

THE GILMAN BROTHERS COMPANY • Gilman 3, Connecticut

CELLULITE America's Finest COTTON INSULATION

SEE COTTON COUNCIL AD ON SAME PAGE

Is your Hot Water AUTOMATIC?

You can rely on hot water 'round the clock with an automatic water heater . . .

By R. E. James
Rheem Engineering Consultant

An *automatic* water heater never stops. It keeps enough hot water on hand 24 hours a day to supply every tap and washing machine in your house. Without waiting. Without varying water temperature. *Without your going near it.*

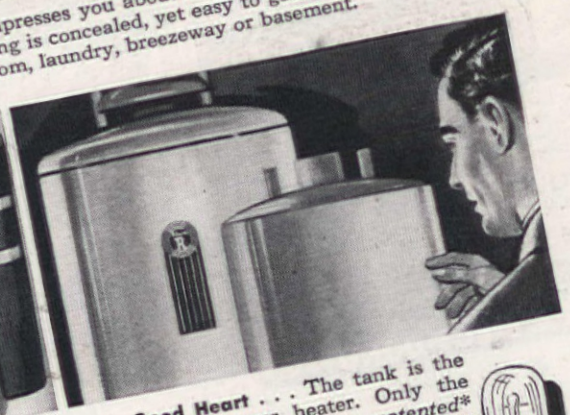
It is the most essential appliance in the house. And it should be selected with utmost care and consideration. A competent plumber will help guide you as to the correct size, fuel and model for your home.

The facts illustrated here will help you to understand water heater values. But your best safeguard is the name Rheem, leader in style and performance—*world's largest maker.*

Rheem automatic water heaters and other home comfort appliances are merchandised through selected wholesale distributors to your nearby plumbing and heating dealer.

1. Good Looks Count . . . The first thing that impresses you about a Rheem is its design. White baked enamel, finished in gold trim. Everything is concealed, yet easy to get to. Takes up little room and can be installed in the kitchen, utility room, laundry, breezeway or basement.

2. Tune In Hot Water . . . Now open the little door, set the thermostat dial for the degree you want — 60° to 180°. You can keep it at an average 140° and turn it up high for laundry. If, for example, you have a 30 gallon gas model, it will furnish hot water at 42 gallons an hour. Goes on and off by itself.



3. Good Heart . . . The tank is the heart of your heater. Only the Rheem tank is made by the *patented** Rheem-Process. Warranted against leaks and corrosion. Some models have a magnesium rod for additional protection. *Pat. No. 2444833

4. Protection In Writing . . . A good product is backed to the hilt by the manufacturer. Rheem gives you a guarantee in writing. You get the Good Housekeeping Guaranty for refund or replacement if not as advertised in that magazine. You get the A.G.A. seal for gas, the U.L. seal for oil or electricity.

5. Where To Buy . . . From an expert. The reliable Rheem dealer in your community. He has a wide range of water heaters at all prices, for all fuels, gas (including "bottled"), oil and electricity—and *all* are automatic. Water heater experts everywhere look to Rheem for reliability . . . *you can rely on Rheem.*

Please accept this $1.25 Gauge ONLY 25¢!

Offer made solely to demonstrate to more homeowners the need for dial-controlled temperatures, as in Rheem automatic water heaters.

- Real professional Water Temperature Gauge, of quality that sells for $1.25 and more.
- Shows needed temperatures for laundry, dishes, bath etc. Guaranteed accuracy.
- Sent postpaid in handsome container with full directions.

✓ big 7 in. size
✓ special blown glass
✓ stands on end in water
✓ registers within 30 seconds.

RHEEM, 570 Lexington Ave., Dept. AH-3, New York 22, N. Y.
Please send my Water Temperature Gauge at once. I enclose 25c in coin to cover all costs.

NAME _____
ADDRESS _____ STATE _____
CITY _____

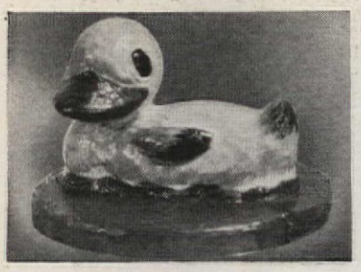
☐ Also, check here for free booklet on Automatic Water Heating.

Rely on Rheem

Rheem R

WORLD'S LARGEST MAKER OF AUTOMATIC WATER HEATERS

Foreign affiliated companies in Brisbane, Melbourne, Sydney, Rio de Janeiro, Singapore, Hamilton, Canada and Zaan Dam, Holland.



Denny Duck, easy to bake

New, duckiest cake mold ever for Easter & birthday parties. Original Bess-Lee design, Renalde's exclusively! High quality heavy cast aluminum 11¼" mold pictured, with easy instructions & Renalde recipe—$5 postpaid.

New Petey Rabbit cake mold, set	$5.00
Chick-a-luck cake mold, set	5.00
Lamb 12" cake mold, set	5.00
Sweetheart 8 x 8" cake mold, each	2.50
Easter Egg 7 x 4½ x 4½" cake mold, each	3.00
Small Chicken or Rabbit cake mold, each	2.25
Shamrock 8½ x 8½ x 2" cake mold, each	2.50

No C. O. D.'s

RENALDE
Dept. G.
1525 18th,
Denver,
Colo.

---

30 GREETING CARDS
ALL DIFFERENT
for ALL occasions

30 different folders with colorful designs and beautiful sentiments. Matching envelopes. Anniversary, birthday, illness, sympathy, etc.

reg. $2 value
only **$1.00**
postage prepaid

HOUSE of CARDS
434 N. Gay St., Dept. 7, Baltimore 2, Md.

FOR YOUR Next Party MAKE DELICIOUS HOMEMADE "DO-NUTS" in a FEW MINUTES with the "EJECT-DONUT MAKER"

The Eject-Donut Maker Eliminates Chilling, Rolling and Cutting. Just put batter inside, the maker does the rest.

SIMPLE TO OPERATE . . . Even a child can make delicious "Do-Nuts" this Fast, Easy Way . . . Makes a dozen or more in less than 15 minutes . . . Easily taken apart for quick and thorough cleaning . . . Made of genuine beautiful, heat-resistant Lustrex in choice of red and white, black and white, yellow and white. State color. *Introductory Offer* . . . Includes Free 1-lb. package Home Donut Mix. *An Excellent Gift Item . . . Attractively Boxed* . . . Send check, Money Order, or Cash . . . Money refunded if not satisfied.

EJECT-DONUT SALES COMPANY
5713 Eileen Ave. Los Angeles 43, Calif.

★ *So Precious!* ★
—So Fresh and Sparkling—

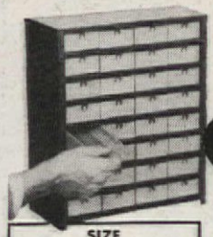
Direct to You!

Bayfort's "Cameo" Chair is so darling—so exquisitely adaptable—for jewel-like fireside or bedroom charm. (And daughters just adore it). In pairs, preferably, and in fine Velvet, either rose, blue, green or lipstick red; single—$39.50; pair—$77.00. Or, in rose, wine, green or blue Faille; single—$34.50; pair—$66.25. (Or, send your fabric—3½ yds. of 48", or 4½ yds. of 36" material—$29.50).

Petite, button tufted seat and back; coil spring seat. H. 32"; W. 23"; D. 26". No C.O.D. Express (35 lbs.) is collect. Send check or money order, quickly. Hundreds of protected customers. Also, send stamp for our Catalog.

Bayfort Society
BOX 1808 CHARLOTTE, N.C.

THE JIFFY METAL CABINET
(32 OR 64 DRAWERS)
HELPS YOU KEEP THINGS HANDY!



32 DRAWER UNIT PICTURED ONLY $5.95 POST PAID

SIZE
32 Dr. Unit 12¾" x 15¼" x 6"
64 Dr. Unit 25½" x 15¼" x 6"
Drawer Size 1¼" x 2¾" x 6"

PRICES
With Heavy Weight Cardboard Drawers. Metal Drawer Pull. Suitable for most home uses.
32 Drawer Unit $5.95 Post Paid
64 Drawer Unit $9.95 Post Paid
With rustproof aluminum drawers for lifetime service.
32 Drawer Unit $8.95 Post Paid
64 Drawer Unit $15.95 Post Paid

For all those small items so easily misplaced—nails, screws, nuts, bolts, washers, buttons, workbench and hobbyists needs. Sturdy spot welded steel cabinet with enamel finish—looks good anywhere. Why fumble? Keep it in a Jiffy. Send check or money-order today. No C. O. D.'s. Ohio orders add 3% sales tax.

KAYTEE PRODUCTS CO., DEPT. AH CANTON, OHIO

NEW COLORFUL ALL-WOOL STRIPS to make this beautiful BRAIDED RUG

It's easy to make this Beautiful Braided rug with clean new fleecy all-wool strips. Your choice of eight beautiful pastel colors at $1.55 per pound. Full directions for braiding and sewing with each order. 6 pounds makes a rug 24 in. by 48 in. 27 other especially dyed shades available with 40c. dye charge added to regular price. Send C.O.D. or we pay postage if you send money with order. Strips 4 to 12 in. wide, 72 in. long. Color card with each order. Pattern with orders 4 lbs. or over. Color card alone, 35c.

36 colors to choose from. Color card and descriptive literature 50c. Rugs $2.35 per sq. ft.

FRENCH TRAIL INDUSTRIES
DEPT. 7-D, ST. MARYS, OHIO

SHOE SHINES ARE EASY WITH THE HOME VALET! FITS ALL SHOES!

Made of Strong Aluminum. Complete with two toe plates. Demountable. Satisfaction guaranteed. Order now. Dealers invited.

A Good Gift Idea!

$2.50 P.P. with Check or M.O.
Postage extra for C.O.D.

J. M. CRIMMINS, Norristown 10, Pa.

Victorian HAND VASES in Cranberry & Crystal

$1 each

Charming little vases that reproduce old pieces. These are 4 inches high in delicate cranberry with crystal glass ruffle top. Use them for candle sticks, too. $1. each ppd. No C.O.D.'s, please.

CHARM COTTAGE
"On the Mississippi"
Davenport, Iowa

Plant a sweet potato in this **COPPER PLANTER**

No soil needed—potato is suspended in water. Soon grows into a luxuriant tropical vine. Also adaptable to other vines in soil or water. Planter of gleaming solid copper. Overall size 13". Complete with bracket and chain. Planting directions included.

Price $1.50 Post Paid
"BELLE MAISON"
R. D. Hackettstown, N. J.

---

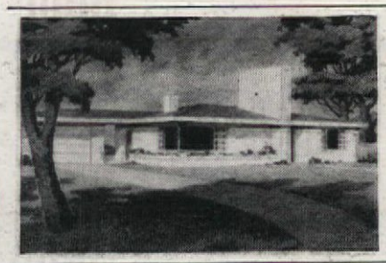
the AMERICAN HOME *market place*

Any item purchased through the American Home Market Place, that is not personalized, may be returned within 7 days after receipt, for a refund of the full price. Most of the firms mentioned do not care to receive C.O.D. orders.

Photographs by F. M. Demarest

Genuine milk glass can now be obtained in a complete 25-piece starter set. By Westmoreland, in the American Hobnail pattern, each piece, right on down from flower bowl to candlesticks, is an example of fine craftsmanship. And to brighten a table, what could be more decorative! Set (for 4) $36.80 ppd. Individual pieces available. Susan Ranney, 175 E. 82nd St., N. Y. 28.

The charm of an old-fashioned coffee mill, unaffected by style or change, is inherent in this quaint lamp. An actual mill, it can be used for its original purpose by slipping out the lamp attachment. In the drawer you can put cigarettes; the hopper, ivy. About 14" tall, hand-decorated. In black, tole red, or natural wood, lacquered. $14.95 exp. col. Eagle Pdts., Box 84A, Meriden, Conn.



Send $1 For Book of Home Plans

Full of the latest plans for modern living, including starter and garage homes, small homes, three bedroom homes, western ranch houses, modern designs, beach cottages, Cape Cod. Best of all you can order complete blue prints for any of these homes for either pumice block, concrete block or wood frame construction. Book $1.00 postpaid. Home Building Plan Service, 2454-H N.E. Sandy, Portland 12, Oregon.

TOG-RAK . . . Tidiness Tutor

ONLY $2 ppd.

Hang it within juvenile reach on wall, door or closet and your Small Fry will discover that it's fun to be tidy. Of smoothly enameled wood; pink, blue or white; 20" long. 7" high.

Please send check or money order to
PLEASANT HILLS INDUSTRIES
700 Third Ave., Dept. A-3, Brooklyn 32, N.Y.

HOOKED RUGS

Are Fun To Make The Tru-Gyde Way.

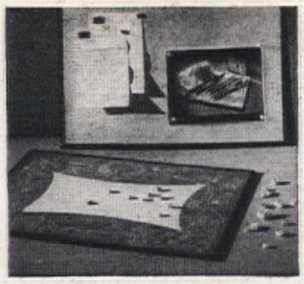
Our **Rug Book** gives complete information and pictures of 20 beautiful rugs made the Tru-Gyde Way. We have burlap patterns for these at very reasonable prices. **The Book** gives the amount of yarn or rags needed. You will know how many stockings it takes or how far that old suit or dress will go. **Send For Your Book Today. Only 25c.** (No Stamps please).
Wilson Bros., Dept. AH **Springfield, Mo.**

EASTER BUNNY BASKETS
FILLED WITH 9 PLASTIC TOYS

Boys Basket: Donkey, Truck, Twin-engine Bomber, Ocean Liner, Airline Limousine, Trailer, Jet Plane, Puppy Dog, Limousine Trailer. **Girls Basket:** Baby Stroller, Airline Limousine, Vinylite Doll, Floating Swan, Cradle, Scissors, Trailer, Baby Doll, Cat.

$1 EACH (plus 15c for mailing).

No C.O.D.'s please.
Specify girls or boys baskets.
UNIQUE GIFT SHOP 1414 Washburn St. Scranton, Pa.



The wonderful witchery called magnetism holds papers and pin-ups to this bulletin board. Boys and girls will want to keep every picture, cut-out and paper whatnot (that would ordinarily be strewn all over the room) pinned up securely by them. Board is steel, plain or with a bright blue circus design. 24" x 18", with 12 magnets, $3.35 ppd. Lewis & Conger, 6th Ave. at 45 St., N. Y. C.

A most "exclusive" neckpiece for canine fashions—a flashy green rolled collar with brass padlock and key. It also comes with white, blue, red or green jewels. Other leather colors are red, white, black or tan. $2.50 ppd. Take neck girth with string, send string and pet's name to be engraved. 5-ft. matching lead, $1.50 Curtis Creations, Genessee-Hopper Bldg., Utica, N.Y.

Imagine this clock, bright with tulips and dangling leaves, on a sunlit kitchen window sill or up on a shelf in a brightly decorated dinette! Of eggshell-colored ceramic with rust-red tulips, two sides are hollow for holding cut flowers or planted greens. 9" x 6½" with electric Sessions movement. $9.95 incl. tax and post. Treasure Mart, 545 Fifth Ave., New York, N. Y. 17

Eight French operas are served up royally on these sandwich plates. Amusingly illustrated sketches, subtly tinted, depict a scene of each opera, including principal characters and even a bit of the score and lyrics. Among them are the famous "Faust" and the lesser known "Les Dragons de Fillars." 6¼" sq. Set is $7.95 ppd. The Salt & Pepper Shop, 445 E. 86th St., N. Y. 28.

TRAVEL SUITERS* Protect Clothing

NO WRINKLES Suits hang straight and stay pressed in Travel Suiters*. Save many times their cost in fewer cleaning bills while traveling. Waterproof, dustproof, long-wearing coated fabrics. Full-length zipper. Holds 3 suits and accessories. No bulky gussets. Ideal for gifts. Send check or money order for $10 for your Travel Suiter*—24"x40" cocoa brown leather-cloth. Sorry, we cannot ship C.O.D. *Write for free illustrated folder showing $6.50 to $12.50 styles.*

Miner Corp., P.O. Box 447, Denver 1, Colo.

**Trade Mark and patents applied for.*

Littletree — PLACE ORDERS NOW!

HANDMADE CYPRESS FURNITURE

IDEAL FOR LAWN, TERRACE, PORCH AND PATIO

This different outdoor furniture is built of natural color Southern Cypress dip treated with clear toxic wood preservative and water repellent for all-weather protection. Joints dowel inset.

6 PIECES—settee, 2 chairs, coffee table, side table and foot stool $44.70

3 PIECES—settee and 2 chairs $32.90

Price includes delivery to your freight depot in U. S. East of Denver.

WESTERNERS:—Send order to Littletree Plant, P.O. Box 8462, Hollywood 46, California. Add $5 per set. California residents add 3% sales tax.

LITTLETREE COMPANY

DEPT. A-1 WINTER PARK, FLORIDA

Amazing New Plastic Glaze Fires in Kitchen Oven! Enables You to

DECORATE YOUR OWN CHINA, GLASSES, TRAYS

No Art Ability Required!

Now, you can add new beauty; give new life and usefulness to discarded china, glassware, metal objects—through this remarkable, handy DELLA ROBBIA GLAZE KIT. Contains everything needed to do an expert decorating job, including complete instructions for copying any design, scene or monogram on subject with carbon paper, 13 beautiful colors in jars plus 4 extra-large jars of clear glaze and thinners, glazing brush.

Just make tracing of original drawing on article selected; brush on bright, sparkling liquid glaze and place in oven. Out come lovely, washable, decorated objects not affected by alcohol, cigarette burns. So easy anyone can turn low-cost items into valued gifts.

TRY IT 7 DAYS AT OUR RISK

Mail coupon below without money. We send you DELLA ROBBIA GLAZE KIT complete, for 7 days' trial. On its arrival deposit its price of $3.95 with postman, plus few cents postage. Use kit generously. If not delighted, return at end of 7 days, and $3.95 deposit will be refunded. Mail Coupon today to

Sculpture House

304-Z West 42nd St., New York 18, N.Y.

Please send me for 7 days' trial a DELLA ROBBIA GLAZE KIT. On arrival, I will deposit $3.95 with postman, plus few cents C.O.D. postage charges. If not delighted, I understand I may return Kit for full $3.95 refund, otherwise you may keep my deposit as payment in full.

PRINT NAME .....

ADDRESS .....

CITY ..... STATE .....

To SAVE C.O.D. SHIPPING CHARGES enclose Check or M.O. for $3.95 with coupon and WE prepay shipment. Same money-back guarantee.

AMERICANA TO LIVE WITH!

By Mail—Authentic

COLONIAL HARDWARE, and LIGHTING FIXTURES

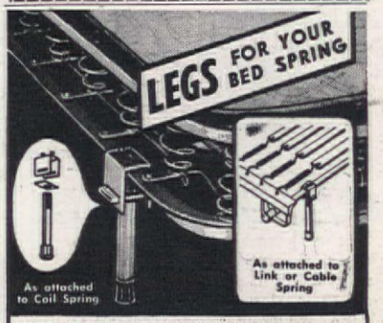
The charm of Early America faithfully reproduced by hand by New England craftsmen.

H & HL Hinges, Strap Hinges, Thumb Latches, Cupboard Latches, Knockers, etc., Post Lanterns, Sconces, Whale Oil Hangs, Weathervanes, Sundials, Brasses for Antique Furniture

Send 10¢ for Complete Illustrated Catalogue.

Old Guilford Forge

88 Guilford Green, Guilford, Conn.



FOUR DENNIX LEGS CONVERT A METAL BED SPRING INTO A DIVAN OR HOLLYWOOD STYLE BED

All-steel 8" legs attached in 5 minutes to any steel spring (coil, link or cable). 4 legs per set, finished in aluminum. **5.95**

Check or money order (no COD, please). Money refunded in 10 days if not satisfied. We pay postage.

JORE Distributors and Co., Dept. E. 17 East 42nd Street, N. Y. 17, N. Y.

Decorate with these Colorful

PENNSYLVANIA DUTCH DESIGNS

These quaint, colorful Pennsylvania Dutch designs are authentic reproductions from true American folk art. Decals and patterns include birds, borders, hearts and flowers, Amish figures, horse and wagon.

DECALS. No. 12 Large sheet of 28 decals, postpaid $1.00

PATTERNS. No. 100-KLMN. Matching patterns for painting and needle work. Four sizes, postpaid $1.00

Complete set of decals and patterns, postpaid $2.00

Specify by number when ordering

R. W. CUMMINGS, INC., LANCASTER 1, PA.

Wanted

BROKEN JEWELRY

All kinds. Highest cash prices for jewelry, rings, spectacles, gold teeth, diamonds, broken and usable watches, sterling, etc. Prompt remittances. Satisfaction guaranteed.

Write For Free Shipping Container

LOWE'S

Dept. AH, Holland Bldg., St. Louis, Mo.

FRESH UP

with this little scientific wonder that *automatically* keeps cake, bread, brown sugar, and other perishables moist and fresh.

ROLY POLY is a new kind of humidifier, with a patented humistat control, which lets out just the right amount of moisture to keep foods fresh—never too dry—never to moist. Wonderful for the tobacco jar too. $1.00 Postpaid. Sorry, no C.O.D.'s

CARLA JILL STUDIOS

"headquarters of the unusual"

Dept. AH, Northport, N. Y.

Send for Free Catalog

GREASELESS BACON!

DE LUXE CAST ALUMINUM GRILL

This grill drains off fat leaving the bacon dry, rich flavored . . . delicious. No turning, no draining, no raw or scorched ends.

Postpaid or C.O.D. plus charges

$3.95

BIBRO'S Dept. M18 928 MADISON AVE New York City 21

GUESTS LOVE IT!

BE THE PERFECT HOST!

With a Hancock Outdoor Fireplace your parties become charming and memorable. Send dime for 4 page plan sheet—"How To Build Your Outdoor Fireplace," with working prints for various designs.

HANCOCK IRON WORKS

129 W. Pike St. Pontiac 14, Mich.

LOADS OF FUN FOR CHILDREN

CUT-OUT DOLLS & COSTUMES

that can be colored again and again

18 Plastic-Coated Western European Costumes—the youngsters cut these out, lock-fit them to the 8" boy and girl dolls . . . they color with the crayons and start over again—*any number of times!* Educational, Lasting. Instructions included. $1.50 per set, postpaid. Order yours today—cash, check or money order.

COLOR — WIPE OFF — RE-COLOR

GUARANTEED PARENTS' MAGAZINE

CELCO Corp., 1631-3 Tenth St. Santa Monica, California

Perfect for Gifts!

Wrought Iron Space Saving Tables

Three beautiful tables at a price you'd expect to pay for one. These glass top nested tables will see plenty of use in apartments or on the patio . . . they're guaranteed rust proof for 8 years. Largest table is 19½ in. high, 18⅝ in. wide and 12⅝ in. deep. Available in white or hand glazed pastel finish, Pompeian Green, Aqua Mist, or Dusty Pink. (Allow ten days for delivery of pastel finish tables.) Set of three, *$15*

Price does not include transportation charges

Write for free Gift Folder

Stumpp & Walter Co.

132 Church St. Dept. A New York 8, New York

The Original "Losa" Personalized Tumbler Set

Non-brittle Tumbler is unbreakable, frosty white plastic with handpainted designs. Matching tooth brush. First name on tumbler. Specify color—pink, blue or red.

LA PALETTE Dept. E 509 Fifth Ave., N.Y. 17

Tumbler $1.00 Brush —50c Postpaid No C.O.D.'s

CHINESE FIGURINES

Imported "Ming" figurines that look hundreds of years old—at amazingly low prices! Done in colorful Chinese glazes in combinations of deep blues, greens, and golds, with no two exactly alike—each one is stamped "China" to insure its authenticity.

A. Sitting figurine, 4½"..... $1.50 ea.
5½"... $2.50 ea. 9"... $5.00 ea.
B.&C. Standing figurines, 5"... $1.50 ea.
6"... $2.50 ea. 10"... $5.00 ea.

Sent postpaid within 300 miles of New York. Elsewhere, shipping charges collect.

America's Largest Florist — Goldfarb FLOWER SHOPS — Established 1889

Dept. AH, 160 East 57th St., New York, N. Y.

HORSE ON WHEELS

$6.95

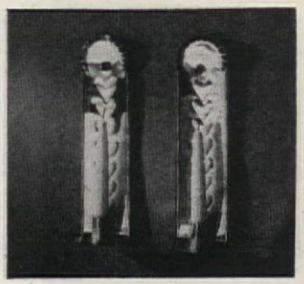
Reg. price $12.75

THE KIDDIES' FAVORITE . . . Life-like, all-plush, excelsior-stuffed stroller horse. 20" high, 19" long, 9" wide. Mounted on all-metal wheel base — rubber tire steel wheels. Horse wears a simulated leather saddle and bridle. Sturdily built — holds up to 250 lbs.
No COD's. Send check or money order. Prompt delivery. Pay shipping charge on arrival. You must say this is an exceptional "buy" or your money back at once. Limited Quantity.

GUARANTY SALES CO.
307 Fifth Ave., Dept. 2A, New York 16, N. Y.

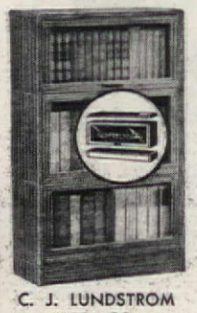
This baby bed folds quickly to a snug suitcase size. Called the "Porta-Bed," it has an aluminum frame supporting a sturdy duck and netting bed, adjustable in depth for children up to 5. Folding, water-repellent mattress rests on masonite bottom. Simple and safe, it contains no latches, nails, hinges or screws. $19.95 ppd. The Portabed Co., 2630 S-Harwood, Dallas 15, Texas.

Highly reflective, these unusual candle sconce reproductions lend brilliance and old-world atmosphere to your wall. Their design is a row of hearts, charming in a feminine bedroom or Early American setting. Of tin, with a mirror-like finish, they are absolutely identical copies of Colonial originals. Candles extra. $3 each, $5.50 pair, postpaid. Old Guilford Forge, Guilford, Conn.



Enlarge your card table to a spacious 46" diameter with a round, removable top that folds in half for easy storing. Of sturdy fiberboard with the surface both water-repellent and stain resistant, colors are bright green, red or brown. Fabric bands and a double thick canvas hinge prevent tilting. $5.95 ppd. $6.45 west of Miss. Rest-Well Bed Board Co., 140 W. 34th St., N. Y. 1.

Lundstrom SECTIONAL BOOKCASE



It Grows With Your Library

On Approval— direct from factory at 40% saving to you

Sold direct from factory only, which assures you a permanent source of supply for additional sections in the future, also **saves you the middleman's profit.** Available in different designs, woods, and finishes . . . sectional will fit almost any size space, height, or width. With or without glass disappearing doors. Endorsed by over 250,000 users. Write for catalog No. A-349 illustrating complete line with **factory prices.**

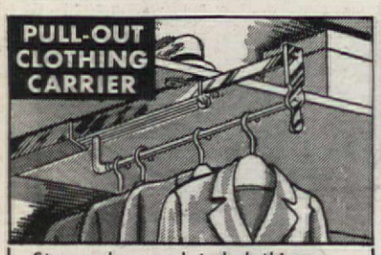
C. J. LUNDSTROM MFG. CO.
Little Falls, N. Y.
Made for the better homes and offices since 1899

Shoe Bucket

Designed from maple sugar buckets by New Hampshire woodworkers. 10½" high. Holds your family's polish, brushes. Maple finished. Sturdy made for years of service. $2.80 postpaid. COD if desired. Free Catalogue. Order Today.

EDMUND B. HARRIS
366 Madison Avenue
New York 17, N. Y.

PULL-OUT CLOTHING CARRIER



Strong chrome plated clothing carrier that brings dead storage space to life. Slight pull on handle slides roller bearing rod with whole wardrobe into sight. 12" size $2.50; 16" $2.80; 20" $3.00; 24" $5.00; 30" $5.00; 36" $9.00; 42" $9.50. Postage Prepaid, no C. O. D.'s.

Weed's *Millions of friends from coast to coast*

Est. 131 Years Ago BUFFALO 5, N. Y.

Easter Lamb Mold

Attractive, unusual. Makes perfect lamb-shaped cake. Ideal for parties and gifts. Recipes, directions enclosed. Aluminum mold set 9⅜ x 6⅝ high. Specially priced **$2 postpaid.**

Heart-shaped for 2-layer Sweetheart Cake. Perfect for birthday, anniversary and special occasion parties. 9 x 1¼ inches. Set of 2 aluminum pans **$1 postpaid.**

Money back guarantee.

Dept. A-3
BLUE RIBBON BAKEWARE, Lemont, Ill.

SALES PEOPLE WANTED EVERYWHERE
J. H. Smith Co., Inc., Greenfield 16, Mass.

REMOVES LINT and DUST *Like Magic!*

New Electro Cleaner performs miracles on clothing, upholstery, blankets, rugs, etc. Leaves them neat and clean as a whistle. Will not scatter dust — cleans by *MAGNETIC ATTRACTION.* No current or battery required. Most useful, most attractive. Money back guarantee. Sent prepaid for $1.75.

NEW QUIKSUDS DISHWASHER

ENDS DISHPAN HANDS!

Saves time and effort. Fits on any faucet. Press button for hot suds. Release for scalding rinsing water. Use detergent furnished or any type of soap. Complete with wall bracket, 2 brushes (nylon and bronze wire), liberal soap supply. In red or black. Fully guaranteed.

$6.49 ppd. from: H. G. KOLB & CO. INC., Dept. H1, 6674 Yucca, Hollywood 28, Calif.

New MIRACLE WALL CLEANER

Saves Costly Redecorating

AMAZING INVENTION. Banishes old-style housecleaning mess and muss. No rags—no sticky "dough"—no pail, scrollen bands. No more dangerous stepladders. Literally erases dirt like magic from Wallpaper, Painted Walls, Ceilings, Window Shades. *Take orders from friends! Earn money! Act now!*

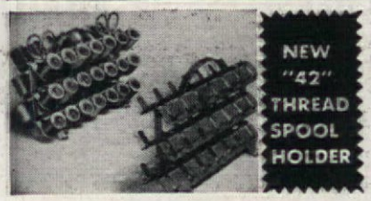
SAMPLES FOR TRIAL Sample offer sent immediately to all who send name at once. A penny postal will do. SEND NO MONEY —
KRISTEE CO., 1342 Bar Street, Akron, Ohio

NEVER BEFORE! ...such an easy way to wash your car!

Just hold the *SWIRL-O-MATIC* —the revolving brush does the work! ➤

Simply attach SWIRL-O-MATIC to any garden hose . . . the amazing turbine-action plus "magic" detergent quickly cleans, gives car a gleaming jewel finish. • Rinses as it cleans! No streaking! • No rubbing, scrubbing, wiping! • Easy to use . . . weighs less than 1 lb. • Guaranteed! Economical! Pays for itself in 5 or 6 washings.
FREE! Special washing detergent. **SPRING CLEANING MADE EASY!** Get ready—order Swirl-O-Matic now to clean up and store storm windows, clean screens, windows, etc. Order 3 ft. extension ideal for this purpose —$2.50 extra (Prepaid). West of Mississippi: add 25c each item

MELAIRE DISTRIBUTING CO., Dept. AH, 420 Lexington Ave., N. Y. 17



The Unique, New Sewing Aid. Sturdy, handy, compact, convenient. Handiest sewing aid any woman ever had.
• Uses little space, yet holds up to 42 full thread spools • Prevents tangled thread • Holds two embroidery scissors • Speeds color matching • Lightweight, durable aluminum alloy • Rose or Pastel Blue • Wonderfully practical gifts • Gift card enclosed.

Only $1.00 plus 10c postage and handling (or with protective transparent cover . . . $1.45 pp.). Complete with 42 spools of assorted colored thread, 2 scissors, transparent cover $4.95 P.P. State color.

Please, no C.O.D.'s

ZIEROLD MFG. CO. **$1.00**

P.O. Box 509-M Burbank 3, California

HIDE-A-BRUSH

HIDES BOWL BRUSH IN BATHROOM

Neat disguise for a toilet-bowl brush is this semi-circle of metal, enameled white with floral design. Sits demurely in a corner of the bathroom; suspends, at the back, a bowl brush over rustproof metal drip pan. The Hide-A-Brush Container is 20" tall. With brush included, it's $1.89 in stores; plus 11c postage by mail.

HIDE-A-BRUSH CONTAINER CO.
BROOK 2 INDIANA

make delicious! SCANDINAVIAN *dishes*

Krumkake iron — cast aluminum old world scroll plates bake wafer thin cookies. Recipes and rolling cone included $4.95

Platte Panna, cast aluminum Swedish pancake iron. 10½" diam. With recipes $3.45

Add 24c postage. No C.O.D's please

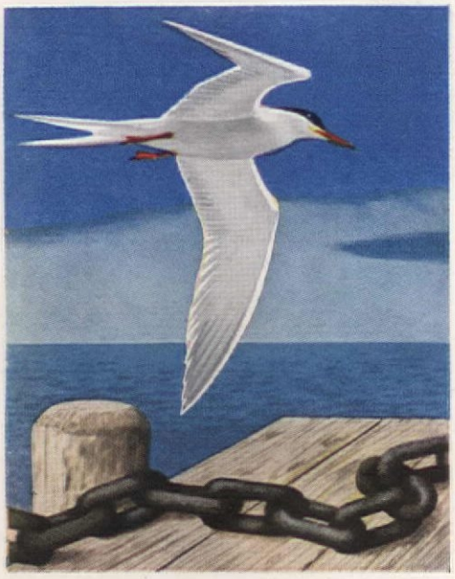
THOMPSON - WINCHESTER
201 State Street, Boston 9, Mass.

To every wife who sighs over bills

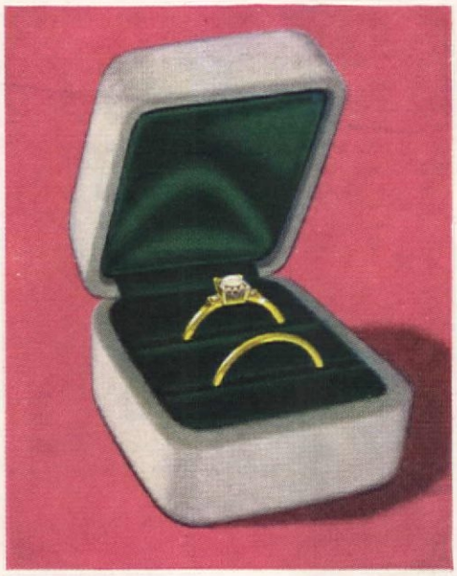
Your CANNON GIRL says: Cannon Percale Sheets, costing just a little more than heavy-duty muslin, have always been a nifty buy...

Here's DOUBLE NEWS: Not only do you pay less money today, you also get a wonderful extra!

Now Cannon Percale Sheets are COMBSPUN! Cloud-soft cotton is combed till just the longer, smoother fibers remain!



These Combspun Cannon Percale Sheets are marvelously STRONG (for long wear); beautifully LIGHT (for easy laundering and bedmaking).



All in all, they're the perfect dream-sheets for YOUNG-MARRIEDS ... and longer-marrieds, too! Top buys at the new low price!

Step to your sheet counter...ask for new COMBSPUN CANNON PERCALE SHEETS!

TRADE MARK CANNON

Cannon Percale Sheets—Now They're Combspun

CANNON TOWELS . . . STOCKINGS . . . BLANKETS ★ CANNON MILLS, INC., NEW YORK 13, N. Y.

COPR. 1949 CANNON MILLS, INC.

You could have a basement like this

In less than a week, 'most any ordinary-looking basement can be transformed into an attractive and comfortable room. Armstrong's Temlok® Interior Finish is the ideal material to use for covering walls and ceilings, and for building partitions.

Temlok is a structural insulation board made of strong wood fibers. Its smooth, factory-painted surface makes an attractive, durable finish. You simply nail it in place, and the room is ready to use. There's no waiting for anything to dry or set.

In this basement party room, Temlok planks were used on the walls, and the large-size Temlok board for the ceiling. Small panels of Temlok are also available, either in squares or rectangles. Both the panels and planks have smart beveled edges.

Low-cost Temlok adds comfort, saves fuel bills. Its insulation value makes it ideal for attics, too. Ask your lumber dealer about Armstrong's Temlok before you build or remodel.

SEND FOR FREE BOOKLET, "How to Build a More Comfortable New Home." It's full of good ideas, illustrated in color. Just write Armstrong Cork Company, Building Materials Division—4903 Vine Street, Lancaster, Pa.

ARMSTRONG'S TEMLOK

One of the building materials made by the makers of Armstrong's Linoleum

Books

Flower Arrangements by Caroline E. Peterson (Studio Publications, Inc.) Price $7.50 . . . A handsome, stimulating addition to flower arrangement literature. The 80 octavo pages feature pictures and brief descriptions of 35 arrangements, about one third in full color. Equally divided between Hawaiian and continental United States examples, they illustrate ideas, themes, and principles without propounding rules or theories. A timely book in flower show month and a glamorous gift for arrangement enthusiasts.

Tuberous Begonias by Worth Brown (M. Barrows & Co.) Price $2.75 . . . Written by one who is both a commercial grower and a lifetime hobbyist, this 128-page book, generously illustrated with line drawings, answers just about every question the grower of this lovely and variable flower could think of. (Oddly, it gives no address for the American Begonia Society, which is 1719 Alamitas Ave., Monrovia, Cal.)

Flower Arrangements of the Americas by Cora Maud Oneal (Banks Upshaw & Co.) Price $5.00 . . . A thoughtful, richly informative book about an "art of the eye" which the author says "belongs to the world." The result of years of study in Mexico and Central America, and the enthusiasm that led to the organization of the International School of Flower Arrangement—this book deals with flowers in relation to history, furnishings, settings, and racial and social characteristics that have influenced them in different lands and periods.

Encyclopedia of Beauty and Charm, by Alma Archer, with foreword by Dorothy Kirsten. (Hermitage Press, Inc.) Price $4.00 . . . For ladies of all ages who want to make the most of their looks and personalities, an expert "feminologist" has compiled a voluminous guidebook to charm and beauty. Here are all the answers to such universal problems as how to arrive at a coiffure that suits the individual you, how to revamp your figure, how to buy a coat, how to sit and stand, how to carry on a conversation. An index makes data quick and easy to get at.

PLEASE TURN TO PAGE 22

YOU CAN MAKE YOUR CLOSET *twice as roomy twice as convenient* for less than $10.50

all it takes is a screwdriver... an hour of your time... and

K-VENIENCES

Are small, cluttered closets a headache at your house? You can fix them easily! With K-Veniences, there's no need for expensive remodeling or structural changes! K-Veniences are quickly and easily installed with just a screwdriver. They make any closet more efficient, more spacious . keep clothes neat and right at hand. In fact, shining chrome K-Veniences make closets so convenient they practically hand out your clothes!

No other home improvement gives so much satisfaction for so little cost!

The closet shown was modernized in one hour—for less than $10.50! It contains a big 4-arm tie rack, with individual spaces for 28 ties . . . a trouser and skirt hanger with 4 swinging arms . . . a space-saving hat holder . . . two shoe racks and a sturdy extension closet rod, with room for a whole wardrobe. From the more than 40 K-Venience items, any size, shape, or type of closet can be equally well fitted to do its particular job.

ASK FOR K-VENIENCES AT HARDWARE AND DEPARTMENT STORES

for you! Send 10c for your copy of "How to Make the Most of Your Closets," a 48-page book by the famous authority, Helen Koues; plus, FREE, a colorful new brochure of closet ideas and equipment.

KNAPE & VOGT MANUFACTURING CO.

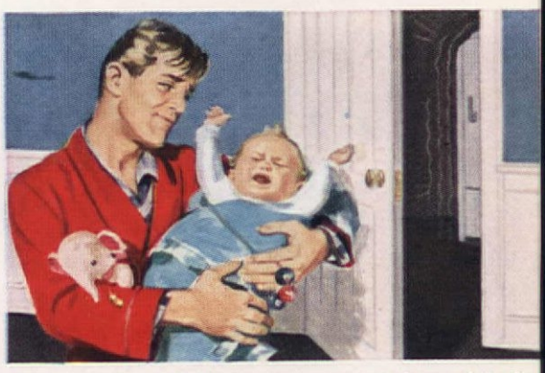
DEPT. A39 GRAND RAPIDS, MICH.

ONLY SERVEL

Stays Silent—Lasts Longer

because . . . it has no moving parts in its freezing system

When the baby came we *had* to find a house. And we found one—with a big old-fashioned kitchen and a yard. Friendly neighbors, too. We were mighty happy . . . at first.



But that noisy old refrigerator was our nightmare! And so were the repair bills! We told the folks next door. They advised us, "Get a silent Servel. We've had *ours* 20 years!"

Next day we were off to our Gas Company. They explained, "Servel stays silent, lasts longer because it has no moving parts in its freezing system. There's no motor, no machinery. Just a tiny gas flame does the work." So now there's a beautiful silent Servel in *our* kitchen. With every new convenience, it's a joy!

This story is typical. "We bought our Servel in 1929," writes Mrs. Charles Fulton of Cranbury, N. J., "and it never failed us once."

BEFORE YOU CHOOSE ANY REFRIGERATOR

Get this book FREE

says Mary Margaret McBride
Famous Radio Reporter

Every new refrigerator *looks* beautiful. But how long will it last? Will it grow noisy and run up repair bills? In "Inside Story," radio's famous Mary Margaret McBride tells what makes the difference in refrigerators. Get your free copy at your Gas Company or neighborhood Servel dealer today.

Mary Margaret McBride broadcasts Mondays through Fridays, over WNBC, New York, 1:00 PM EST.

ery New Convenience... see the new Servels at your Gas mpany or dealer. (For farm and country homes, Servel s on Bottled Gas—Tank Gas—Kerosene.) Servel is also ker of Servel *Ball-type* Water Heater and Servel *All-Year* Conditioner. Servel, Inc., Evansville 20, Indiana. In nada, Servel (Canada) Ltd., 548 King St., W., Toronto, Ont.

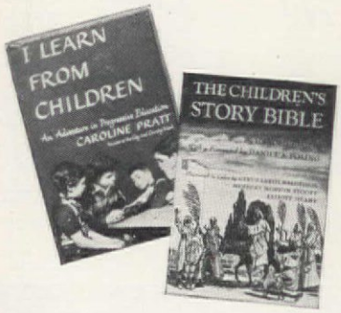
STAYS SILENT . . . LASTS LONGER

Servel

The GAS Refrigerator

Books

(Begins on page 20)



I Learn from Children, by Caroline Pratt. (Simon & Schuster, Inc.) Price $2.75. . . Mrs. Pratt, founder of famed City and Country School in New York, has learned a great deal from and about children in the years she's been teaching. Her book, concerned with her own experiences as a teacher, gives new insight into children. Perhaps the most important lesson to be learned is that the young human being has an urge to learn, but it can be destroyed by obtuse parents and routine schooling. Recommended for the many parents who know too little about their youngsters.

The Children's Story Bible, revised from the original edition by Harold Begbie. (The Grolier Society, distributed by Garden City Publishing Co., Inc.) Price $3.75. . . A handsome volume which presents 75 famous Bible stories in a form that children will like. Lavishly illustrated.

Handicrafts and Hobbies for Pleasure and Profit edited by Marguerite Ickis (The Greyston Press) Price $2.98 . . . How to use what tools for which hobby or craft is graphically explained in this 310-page book. It covers such crafts as woodworking and whittling, textile painting, bookbinding, metalcraft, leather-working and plastic craft. Photography, stamp collecting, and gardening are also discussed. Included are directions for more than 500 home articles.

Antiques for the Home by Alice R. Rollins. (Harper & Brothers). Price $3.00 . . . Contains informative articles on collectible antiques written for the beginner by a collector who is known for magazine and newspaper articles on the subject. With 132 pages of photographs, the book will aid the novice collector in identifying genuine antique pieces.

Sorry, we cannot purchase these books for you. They may be obtained through your bookstore.

HASKO TRAYS
Add Joy to Days

When good friends get together
Both Trays and Tumblers win high praise...
Add Cheer in any weather.

Save time! Save work! Ease serving chores
Add sparkle, smartness, zest!
At Department, Gift or Jewelry Stores
Which feature but the best.

Both HASKO Trays and Tumblers (with designs to match) are beautifully gift packaged for getting or giving. Sold individually or in combination sets.

HASKELITE MANUFACTURING CORP.
Dept. 141, 135 S. La Salle St., Chicago 3, Ill.

hasko TRAYS
AND ACCESSORIES

Buy it now! Be glad for years!

It's TIME YOU HAD a really fine, really modern refrigerator in your kitchen.

It's time to buy a new *General Electric Space Maker!*

Why not look at one today? You'll fall in love with it on the showroom floor! But what's *most* important, you'll *stay* in love with it through years and years of everyday use!

For General Electric Refrigerators are made to *keep you happy with your purchase.*

More than 2,000,000 have been in use ten years or longer—an unsurpassed record for dependable, efficient performance!

The *chief* reason, of course, is the famous General Electric sealed-in refrigerating system. Airtight and oiltight, this dependable system has never been excelled for efficient, economical operation . . . year in, year out.

Make up your mind *now* that you won't be content with anything less.

General Electric Company, Bridgeport 2, Conn.

The new 1949 General Electric Space Maker Refrigerator

You'll bless these features . . . every single day!

ds more food! The G-E Space Maker s you ⅓ more refrigerated food storage he same kitchen floor space.

Ample frozen-food compartment! Holds 24 packages of frozen foods, plus four ice trays (20 cubes each).

Butter conditioner in door! Keeps butter at just the right temperature for easy, wasteless spreading.

Big meat drawer! Full 6 inches deep, will hold a standing roast. Keeps all meats in best condition.

More than 2 million G-E Refrigerators in use ten years or longer

GENERAL ELECTRIC

Never Before a Floor Like This!

It's new! It's plastic! It's made of "Vinylite"!

More beauty for your floors . . . more leisure for you with FLOR-EVER! This new, miracle floor covering practically eliminates upkeep—retains its original good looks—takes top honors for long wear! Made of especially formulated Vinylite Brand Plastics, it's stain-, spot- and skid-resistant, immune to alkalis, quiet and resilient to the step. You will want FLOR-EVER for its floor-flattering appearance, its practical price and its many time-saving, work-saving features. If your favorite store does not yet stock new FLOR-EVER, write us and we will send you the name of your nearest dealer.

DELAWARE FLOOR PRODUCTS, INC., Wilmington 99, Delaware

Also manufacturers of "Wall-Ever" Plastic Wall Covering and "Duralin" Enamel Floor Covering

Neighbors

Is there a better reason for a Home?

J. WILLIAM QUINN

School administrator Quinn found he'd been too busy "joining" to know his children. A home, planned for living and for fun, helped build a happy family life

Several years ago, I was suddenly confronted with a staggering thought. Could it be that I, a school administrator, was neglecting my own children—a girl of six and a boy of ten—for club, community, and social activities? After some minutes of consideration, I was forced to face facts and admit the answer was "Yes." Naturally, I determined to do something about it immediately before it was too late.

The event that provoked this decision to reform was the visit to my office of a distracted father and his 15-year-old son, both badly in need of help and advice. The boy, a sophomore in the high school with which I was connected, had been implicated in the theft of six cars. Why, the father wondered bewilderedly, had his son turned delinquent?

The story was not unusual, nor was the youth's background. Both of his parents worked, and their leisure time was largely given over to outside activities. Although this youngster was well-dressed and provided with ample spending money, no effort had been made by either parent to inquire into the activities occupying their son's time outside the home. His companions were not known, and they had been discouraged from coming to the house. It was only too obvious that the parents themselves, through their thoughtlessness and neglect, were responsible for their child's delinquency.

It was soon after this episode that I realized I, too, was neglecting my children. It was only too apparent that, like a good many Americans, I had become a "joiner," devoting so much of my time to outside interests that I scarcely knew my own family. I realized that both my wife and I must spend more time in our home with our growing youngsters, since it is in the home that ster-

PLEASE TURN TO PAGE 26

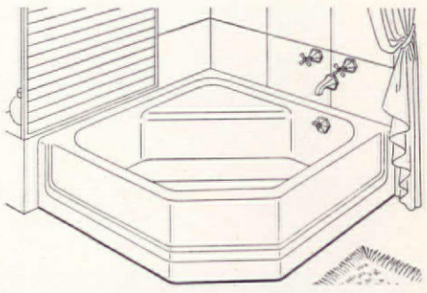
AMERICAN-Standard

First in heating...first in plumbing

First in design...first in demand

WHAT'S your heating preference? Winter air-conditioning? Warm air heating? Radiator heating? Radiant heating? And what kind of fuel do you favor? Whatever your preference, you'll find heating equipment in the American-Standard line carefully designed to do your particular heating job efficiently and economically. This equipment is sold through selected Wholesale Distributors to your Heating and Plumbing Contractor. Easy time payments for remodeling. Write for free HOME BOOK, a handy guide to quality heating and plumbing products. **American Radiator & Standard Sanitary Corp.,** Dept. A93, Pittsburgh 30, Pa.

...for automatic gas heating in smaller homes.



THE NEO-ANGLE BATH, unique in beauty and convenience — one of many smart plumbing fixtures in the American-Standard line.

Look for this AMERICAN-Standard HEATING-PLUMBING *Mark of Merit*

Serving home and industry: **AMERICAN-STANDARD • AMERICAN BLOWER • CHURCH SEATS • DETROIT LUBRICATOR • KEWANEE BOILER • ROSS HEATER • TONAWANDA IRON**

FOR BETTER BASEMENTS

TRUSCON RUBBER BASE COATINGS

Yes... Your Basement Rooms Can Be *Beautiful!*

YOUR basement floors, your basement walls—you can finish them colorfully and beautifully now! That's because Truscon found a way to use genuine chlorinated rubber as a base for special basement coatings that "stay put." The lime in cement or plaster or concrete block can't harm these finishes. They go on as easily as ordinary paint—but what a difference in looks and wear! Use Truscon Rubber Base Coatings and be *proud* of your basement.

—★—

TRUSCON PARATEX RUBBER BASE FLOOR COATING

In *any* basement room—furnace, laundry, recreation—this is the way to floor beauty and floor wear. Colorful, easy cleaning, durably tough.

TRUSCON PARA STONETEX RUBBER BASE MASONRY COATING

Is your basement cheery? Away with drab, dingy, gray, cement color walls. Have clean, bright basement walls — and stop apologizing. Ask for Truscon Coatings by name.

FREE LITERATURE—Write to Dept. C-16, *Truscon Laboratories, Division of Devoe & Raynolds Co., Inc., Detroit 11, Michigan.*

TRUSCON *laboratories*

Neighbors

(Begins on page 24)

ling character habits are developed.

Alerted to the situation, we held a series of conferences in which all the members of the family participated. Result: we decided to build a house as a means of promoting better family living and family relations. Yes, this was a drastic procedure because of the high building costs involved, but our blueprint for family happiness called for a house as the focal point of action.

We selected for purchase a lot in a small development, with public utilities, in a semirural area six miles from the city of Utica, N. Y. The house is of modest colonial design suitable to the location. Before purchasing the land, we considered the advantages of rolling countryside for winter sports and an abundance of meadows and maple groves for summer picnicking. Another important feature was the fact that near-by families had children, who would offer companionship to our own.

From Mother's and Dad's viewpoint, the house has paid countless dividends, and we are delighted that we chose this way of growing closer

PLEASE TURN TO PAGE 28

Special projects please youngest Quinns—tapping maples in the spring, watching seedlings grow

When you take a TRIP.. Take along TUMS for *Comfort*

TUMS

Any time strange food, fast eating, hurry or too much smoking brings on acid indigestion, gas and heartburn, slip Tums in your mouth as you would candy mints. Tums neutralize excess acid almost instantly—you feel better fast! No baking soda in Tums. No danger of over-alkalizing—no acid rebound. Get handy Tums today!

To feel better, try one or two TUMS after breakfast.

FOR THE TUMMY

NEED A LAXATIVE TOO?
Try *Nature's Remedy* NR TO-NIGHT TOMORROW ALRIGHT

A TIP FOR THE Thrifty!

If you're planning to paint your house, don't use less than the best . . . *use Cabot's Collopakes!* Made by the patented Collopaking process which inseparably unites pure pigments with wear-resistant oils! This results in fresh, non-fading colors . . . a porcelain-smooth finish which doesn't collect dirt. Cabot's Collopakes mean *longer* protection . . . *lower* cost per year!

WRITE TODAY FOR FREE BOOKLET!

SAMUEL CABOT, INC.
314 Oliver Building, Boston 9, Mass.
Please send me my free copy of "The Little White Book" with pictures of *ten* Prize Houses and complete information about Cabot's Collopakes . . . plus Color Card showing 24 different shades!

NAME _____
STREET _____
CITY _____ STATE _____

Dream Kitchen?... No Ma'am!

It's an American Kitchen

YOURS FOR ONLY A FEW DOLLARS DOWN!

You'll say it's a miracle—how inexpensively you can combine beautiful styled-in-steel American Kitchens units—in any arrangement you wish—and really own the kitchen of your dreams. And it *is* a miracle—of mass production . . . a miracle that brings you the world's most desirable kitchen at the price of many old-fashioned *wood* cabinets! So easy to buy on monthly pin-money payments! *See them today!* Or send 25 cents for 2 color booklets on smart new kitchen treatments. Address American Kitchens, Dept. AH-3, Connersville, Ind.

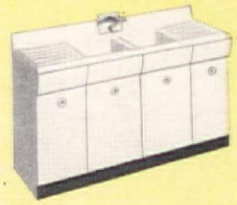
Exclusive lever-type faucets—turn on or off with flick of finger!

Concealed pulls eliminate old-fashioned, dirt-catching handles!

Rounded drawer interiors—as easy to wipe clean as a bowl!

Amazing new type disposer forever frees you from handling garbage!

***For Name of Your Local Dealer, Call Western Union by Number. Ask for Operator 25.**



Start with Sink and Disposer

Your choice of 4 sink sizes—all with roomy storage compartments, push-button spray, aerator, divided cutlery drawer, cutting board and hidden cleanser rack!

Add Base Cabinets

Add base cabinets and Serv-Cart (under counter above) at your convenience—for a continuous, water-tight work surface plus storage space galore!

Then Wall Cabinets

Beautiful wall cabinets will *complete* your dream kitchen—give you a magic work center your friends will envy—without upsetting your budget!

Or Have Your New American Kitchen Installed *Complete* At One Time—and Pay for It As You Enjoy It!

American KITCHENS
STYLED IN STEEL

FREE!

See your dealer* today for custom-designed kitchen plans—made to your own kitchen's exact measurements! No cost, no obligation.

AMERICAN CENTRAL DIVISION AVCO MANUFACTURING CORPORATION
Connersville, Ind.

. . . Keep clearly in mind the thoroughly practical Wall-Tex features when you inspect the thrilling new Wall-Tex patterns and colors. Choose distinctive, style-right Wall-Tex for every room and years later you can proudly say: "Just see how long our Wall-Tex has stayed fresh and beautiful." Mail the coupon now for free portfolio and sample swatches.

SEND FOR FREE SWATCHES

Columbus Coated Fabrics Corporation
Dept. A-39, Columbus 16, Ohio

Send your Portfolio and free swatches of Wall-Tex.

name_____

street_____

city and state_____

Neighbors (Begins on page 24)

J. William Quinn

They shopped about for a site they liked, then planned and built to suit the needs of all

The Quinns encourage youngsters and their friends to sing and play—in spite of discords now and then

Alice Baker Hartness

The story hour, with Mrs. Quinn presiding, scores a hit with children and their playmates. Also popular are lively Ping-pong games in the basement playroom

to our children—because it has really worked. As time goes on, we enjoy more and more the activities we all participate in together. The "boys" have a garden and have undertaken a number of construction projects, including a stone fireplace and a picnic table. Family activities outside in the winter include skiing, tobogganing, and sliding on natural slopes close by, and Mother and Dad skate with the youngsters on a small rink at the rear of the house. Spring and summer activities are gardening, picnics, and nature hikes.

A playroom in the basement provides for play and recreation on wintry afternoons and evenings, and youngsters from the neighborhood are frequent guests. By encouraging our youngsters to entertain their friends at home, we are helping them to cultivate desirable social habits and the ability to get along with others—and we know where our children are. Undesirable character habits can be nipped in the bud as they develop, with a minimum of discomfort to the children and to us.

We feel that our method of learning to know our children has been successful, but we don't say this is the only way. Instead, we urge parents to go into conference and come out with a definite plan for improving family relations. The program, whatever it is, should project itself into the future and help to mold boys and girls into happy and useful citizens. It is their cherished heritage—you and I must make it possible. Parents must assume responsibility for their children—and assume it now—if we are to avoid the era of juvenile delinquency predicted by J. Edgar Hoover of the FBI and judges in our courts. Is there a better reason for a home than the wish to develop healthy minds and bodies in our children?

Your home deserves beautiful Crane fixtures like this Drexel *Group—with* Dial-ese *controls that operate at a finger's touch. The vitreous china shelf-back lavatory has a large semi-oval basin, built-in soap dish and a quick draining Crane* Securo *waste. The modern bathtub with the flat safety bottom—only 16 inches high—is easy to step in and out. The toilet is the last word in quiet efficiency.*

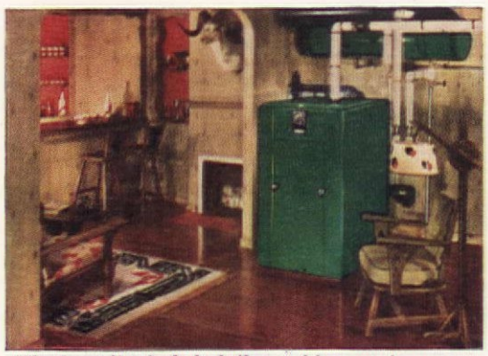
Why not do something about modernizing now?

Tired of your old bathroom—your old kitchen—your old heating system? Tired of faucets that are hard to turn—of sinks that won't drain properly—of broken-down boilers that won't heat?

It's time you did something about it.

Now is the time to install beautiful Crane fixtures in your bathroom—a modern Crane sink in your kitchen—a Crane boiler, Crane radiators or new Crane Baseboard Radiation in your heating system.

Crane equipment has new features that provide greater convenience—greater comfort than ever before. There is a Crane Dealer in your community who will gladly discuss the equipment necessary for your modernizing plans or for the new home you are planning. See him today.



The Crane line includes boilers and furnaces for any type system—to burn any fuel. Also included in the Crane line are radiators, controls, water specialties, pipe, valves and fittings—everything for any home heating system.

The handsome Sunnyday Sink—a full 60 inches wide—has a large 8-inch deep basin, two depressed drainboards, swinging mixing spout, retractable hose spray. The Crane line includes other sinks to suit every taste and budget.

CRANE

CRANE CO., 836 S. MICHIGAN AVENUE, CHICAGO 5, ILL.

Plumbing and Heating • Valves • Fittings • Pipe

NATION-WIDE DISTRIBUTION THROUGH BRANCHES, WHOLESALERS, PLUMBING AND HEATING DEALERS

CELANESE* MULTICORD*

PLAIN AND PRINT . . . *Along with the now famous solid colors and distinctive coordinated patterns, this great fabric . . . a modern weave of acetate rayon . . . is now available in the ever popular plaid. You will find it in ready-mades, such as the chair shown, or by the yard in a generous variety of colors and combinations. Plain 50 inches, print 41½ inches wide. Celanese Corporation of America, New York 16.*

Celanese* | decorative fabrics

*Reg. U. S. Pat. Off.

I am the luckiest woman in the world...

BECAUSE—by choice and by profession, I have one of the most important, most exciting jobs in all the world. To me has been entrusted the privilege of serving, influencing, and entering nigh unto three million American homes each month of the year. My personal joy is likewise my public career—the making of a home.

BECAUSE—my responsibilities are illimitable, my opportunities boundless, my duty is a hallowed one: the fulfillment of my sacred trust a rousing challenge.

BECAUSE—unlike my mother, I do not have to be content with being a housewife. Like her, if my job be well done, I can make home the abiding place in the affections of my family that nothing can ever dislodge, no matter how far they roam, how long the years of separation. But within my four walls are opportunities unknown to her.

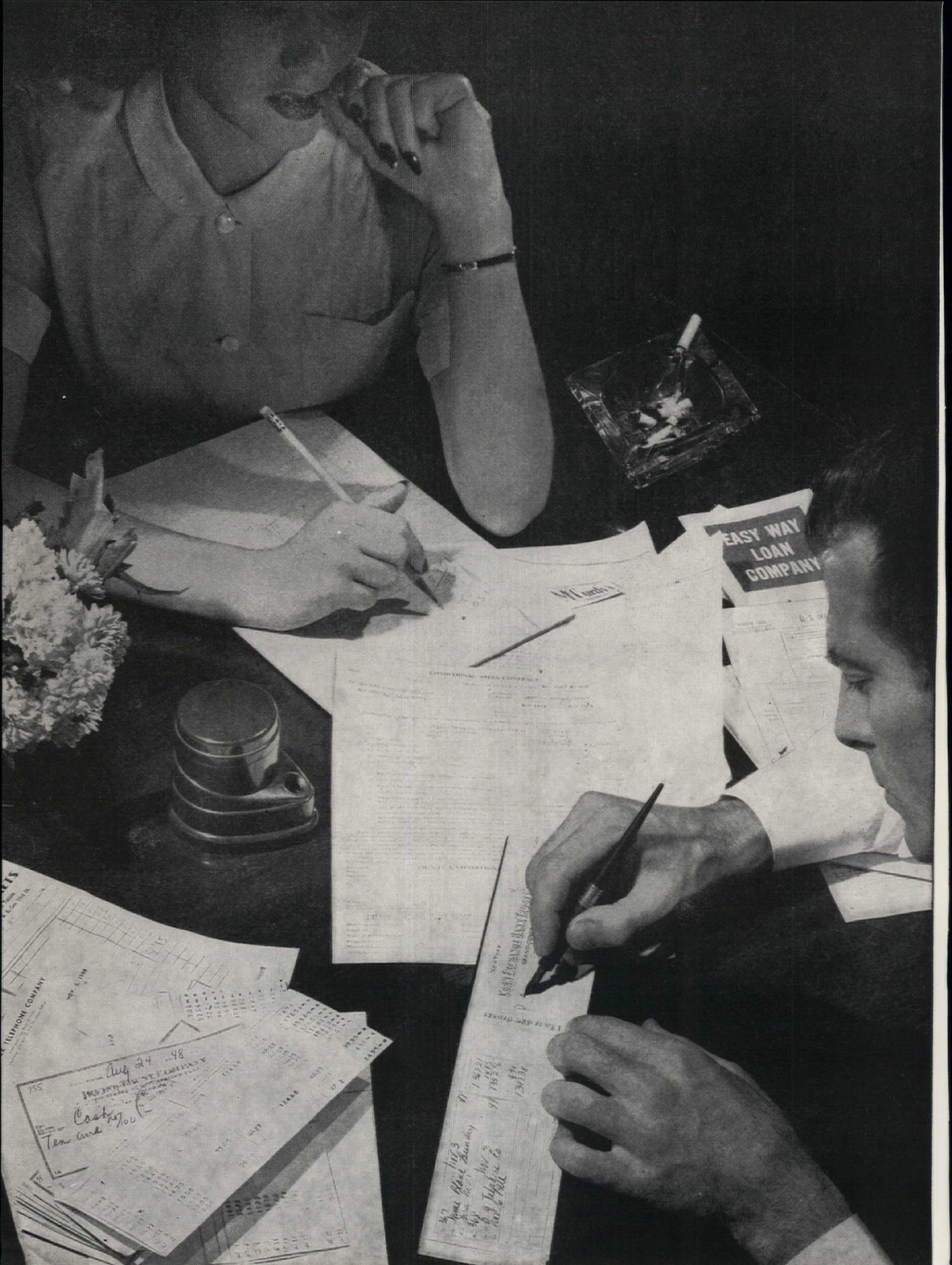
BECAUSE—in this disturbing, challenging, changing year of 1949, homemaking is not just keeping an immaculate house, setting a good table, and sewing a fine seam. Modern equipment has replaced manual drudgery; homes are no longer "furnished" but decorated with skill and taste approximating the professional. Food, we've learned, is not just cooking and eating but nutrition and family health. Wives in this year of 1949 are not expected to know more than their children, but less than their husbands. Keeping mental pace with atomic-wise children; conversing intelligently on psychology or world affairs; sharing civic responsibilities; being a sporting companion and glamour girl too—these are but a few of the skills, mental and emotional requirements of this newest of all careers. Why homemaking, unlike housekeeping, is a profession.

BECAUSE—I am my husband's trusted partner, good companion, and alter ego. I am a source of wisdom and security to my children. My unselfish time and moral strength are necessary to public institutions, national crusades, private charities. I have respect, trust and companionship unknown to any other one profession. To my family, my community and my country, I am a V. I. P.

BECAUSE—if I am wise enough, skillful enough, and care enough, I can pioneer and help shape the changing pattern of the American home, make it the core of every significant, rich, happy experience in life. Together—you and I—we can make it the strongest, most important and most beloved institution in the world.

BECAUSE—mine is the job that gives solidity and meaning to life, I am a homemaker. Truly, I am the luckiest woman in the world.

Jean Austin


EASY WAY
LOAN
COMPANY
Aug 24 48
Cost $7.00
Ten one

HOW MUCH can you afford to go in debt for?

NEIL PETREE

Just how much you, as a prospective home furnisher, can safely afford to go in debt for is a highly personal matter. So many things govern and influence the individual problem that it is foolhardy for you to gauge such a major move by average statistics and attempt to apply, without qualification, such figures to yourself.

The buying of furnishings for an entire house is a sizable project. It can be a crippling financial burden of debt if you overestimate your ability to pay.

Before you sign a time-payment contract to obligate yourself for fifteen months of steady shelling-out, ask yourself these questions:

1. How much do you earn each month?
2. What are your present obligations, including rent and regular household expenses?
3. How large is your family?
4. How much have you been able to save each month?
5. What are your prospects for advancement in your job?
6. How much did your house cost, if you own it?
7. Can you accurately forecast your income and expenditures for a period of twelve to fifteen months ahead?

Your income may be no exact criterion. A family with a monthly income of $400 may pay $75 per month on a house under an FHA loan, $85 a month for an automobile. With other monthly expenses taken into consideration, this family cannot normally afford to take on further obligations.

Yet another man with the same size family may have a lesser income of $350 per month, pay the same amount for rent ($75) and have no outstanding obligations. This man is $35 a month more able to commit himself than the man with the higher salary.

Question No. 2 is perhaps the pivot, the key which will tell you whether or how much you can afford to go in debt toward furnishing your home.

One-quarter of the value of a house should be the *minimum* basis for figuring the cost of furnishings. A $10,000 house—$2,500 worth of furnishings. $2,500 in the current market will not do a very complete job of furnishing even a small house. $2,500 split into fifteen even payments (without carrying charges and tax) amounts to about $166 per month, or far more than a family of, say, $5,000 per year income should sensibly attempt to incur.

The amount you have been able to save each month, if you are now without major debts and if you expect your income to remain constant, should be approximately the amount you can commit yourself to pay on furniture installments.

The suggested safe maximum for rent or payments on a house is one-quarter of the monthly income. On this basis, $400 per month earnings allow $100 per month expenditure for rent. If a man of such income is now paying $60 per month rent, this theoretically permits a $40 per month leeway for furnishings.

Many young couples today are faced with the decision: Shall we buy cheap, makeshift furniture, replacing it as we are able with better things, or should we buy absolute necessities now, but have them of fine quality? Since furniture is a long term *investment,* it is not good business sense to sink money into transient items of short life which will have no resale value and must eventually be replaced at a second cost. Better furnishings give better dollar value.

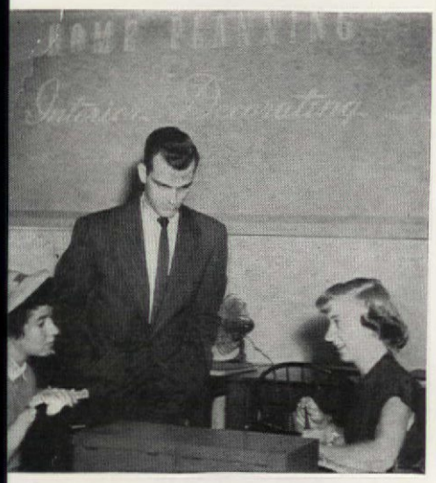
Much brainwork and pencil work should precede any major purchase of home furnishings. Work out your family's yearly budget as accurately as you can forecast it. Your own good sense will tell you how much you can safely afford to go in debt for.

If, as is likely, your desires cannot be encompassed within your means, then you must ask yourself these questions:

8. What are your talents and abilities at homemaking?
9. What can you create, or actually make yourself, to help furnish your home?
10. Are you willing, and can you afford, to sacrifice in both time and money from other affairs to create the attractive, comfortable home that you desire?

Neil Petree is president of Barker Brothers, Los Angeles, the world's largest home-furnishings store. He was formerly vice president of Associated Dry Goods Corporation and president of James McCreery in New York. A Stanford graduate, he and Mrs. Petree live in Los Angeles

Photograph by Ray Long



HOW MUCH does it cost to furnish a home today?

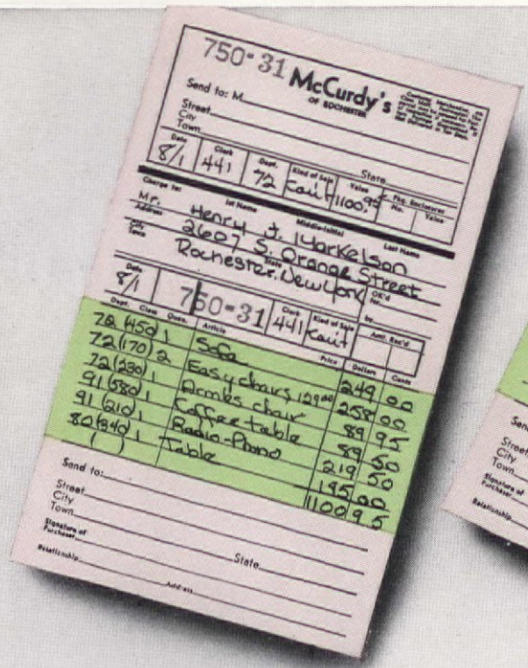
JAMES M. WILEY

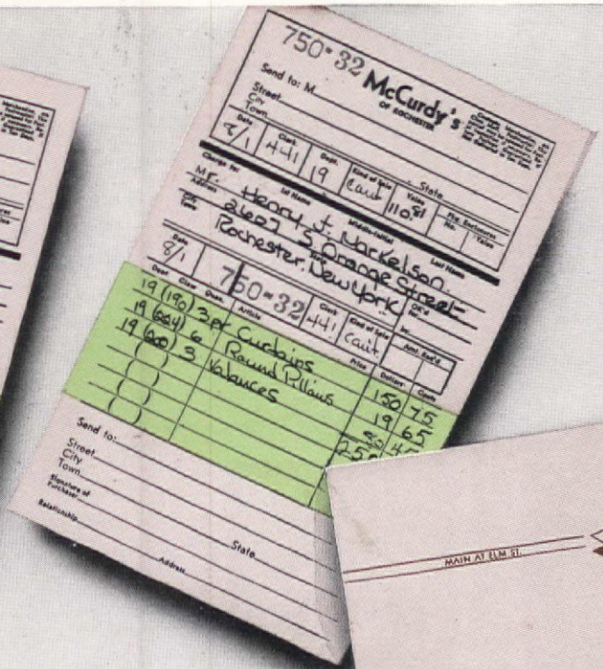
It costs plenty, say we, if you are starting from scratch like the Henry Markelsons of Rochester, New York. In order to find out just *how much,* AMERICAN HOME editors took the Markelsons on a shopping tour of a typical home-furnishings department of a Rochester store, helped them select the items they wanted to furnish their two-bedroom house in a suburb of the city, photographed them in the rooms which the store assembled.

AMERICAN HOME and the Markelsons learned a number of things from the project. The Markelsons found that it would cost them approximately one third as much as their house was worth (about twice what they expected to pay) to furnish and decorate it as attractively as they desired. They also learned they would be required to make a down payment of $929.45 and meet a whopping $264.20 payment every month for fifteen months to work off the total bill which amounted to $4,608.05.

Such a major plunge into debt was out

Decorator Jane Lawson evolved complete furnishing plan. Her services cost Markelsons nothing, saved time, helped them spend wisely



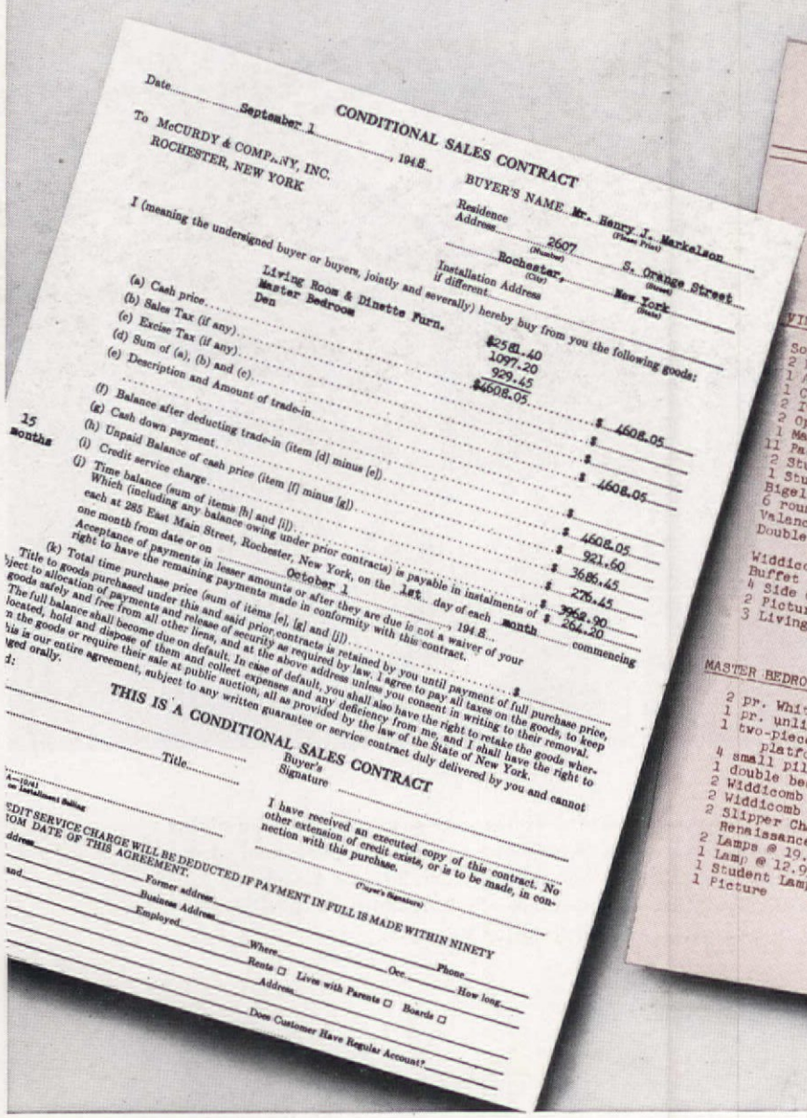


-2-

DEN:

1 Desk - Tomlinson	189.00
1 Chest - Tomlinson	110.00
1 Wing Chair- Tomlinson	129.00
Alexander Smith carpet Velvet @ 10.50	129.00
10 Schumacher Wallpaper @ 2.45	24.50
1 pr. green draperies & cornice	36.75
1 pr. white casement curtains	18.25
Studio couch cover & bolsters	77.00
1 Toile Lamp	27.50
1 Leather lamp	34.95
1 Picture	55.00
1 "	60.00
1 Desk chair - Tomlinson	38.50
	929.45

Total estimate came to $4,608.05.
Down payment would require $921.60, plus 15 monthly payments of $264.20 each. Time payment plan was never signed. Markelsons compromised, bought only key pieces, hope to finish later.
Turn page to see how their rooms will look



Date September 1, 1948

CONDITIONAL SALES CONTRACT

To McCURDY & COMPANY, INC.
ROCHESTER, NEW YORK

BUYER'S NAME Mr. Henry J. Markelson (From Prior)
Residence Address 2607 (Number) S. Orange Street (Street)
Rochester, (City) New York (State)
Installation Address if different

I (meaning the undersigned buyer or buyers, jointly and severally) hereby buy from you the following goods:
Living Room & Dinette Furn.
Master Bedroom
Den

(a) Cash price $2581.40
(b) Sales Tax (if any) 1097.20
(c) Excise Tax (if any) 929.45
(d) Sum of (a), (b) and (c) $4608.05
(e) Description and Amount of trade-in
(f) Balance after deducting trade-in (item [d] minus [e]) $ 4608.05
(g) Cash down payment $
(h) Unpaid Balance of cash price (item [f] minus [g]) $ 4608.05
(i) Credit service charge $
(j) Time balance (sum of items [h] and [i]) $ 4608.05
Which (including any balance owing under prior contracts) is payable in instalments of $ 921.60 each at 285 East Main Street, Rochester, New York, on the 1st day of each month commencing one month from date or on October 1, 1948 $ 3686.45
Acceptance of payments in lesser amounts or after they are due is not a waiver of your right to have the remaining payments made in conformity with this contract. $ 276.45
(k) Total time purchase price (sum of items [e], [g] and [j]) $ 5962.90
Title to goods purchased under this and said prior contracts is retained by you until payment of full purchase price, subject to allocation of payments and release of security as required by law. I agree to pay all taxes on the goods to keep goods safely and free from all other liens, and I shall have the right to retake the goods wherever located, hold and dispose of them and collect expenses and any deficiency from me, and I shall have the right to the full balance shall become due on default. In case of default, you shall also have the right to retake the goods without this is our entire agreement, subject to any written guarantee or service contract duly delivered by you and cannot be changed orally. $ 264.20 commencing

15 months

THIS IS A CONDITIONAL SALES CONTRACT

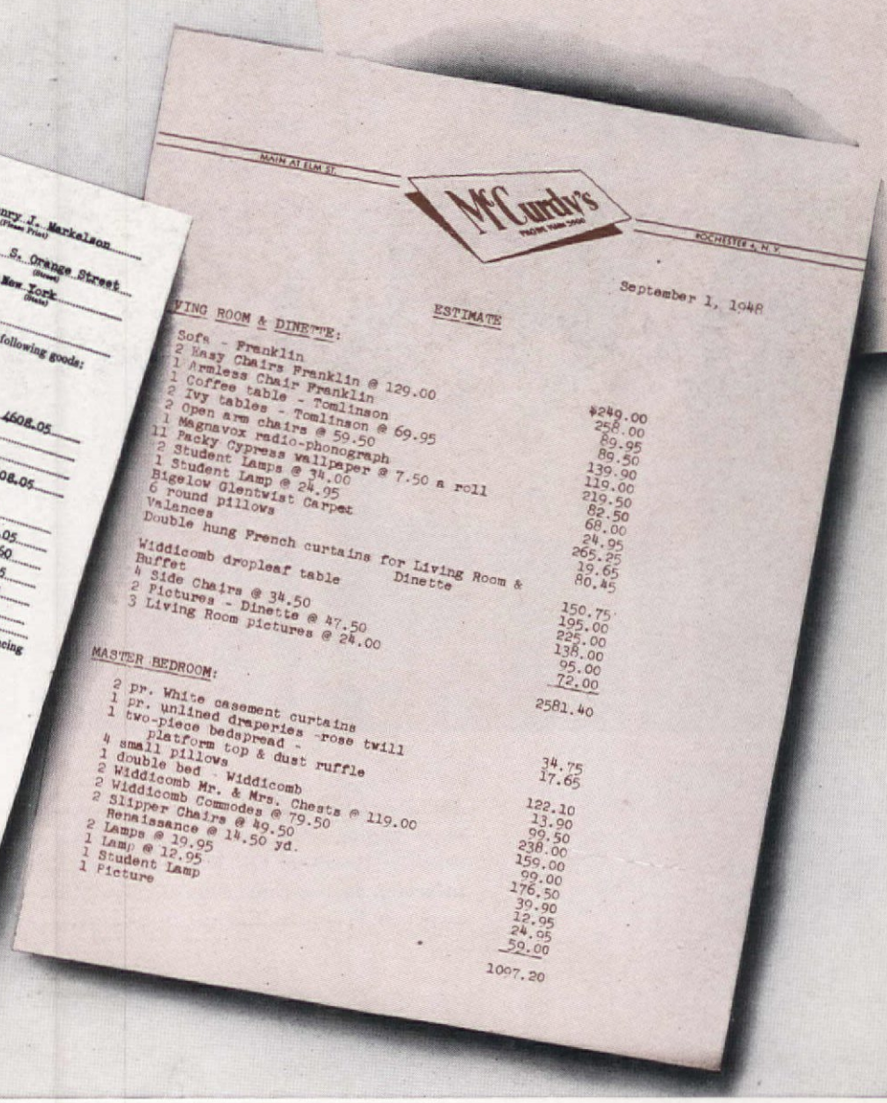
Buyer's Signature

I have received an executed copy of this contract. No other extension of credit exists, or is to be made, in connection with this purchase.

(Buyer's Signature)

CREDIT SERVICE CHARGE WILL BE DEDUCTED IF PAYMENT IN FULL IS MADE WITHIN NINETY DAYS FROM DATE OF THIS AGREEMENT.

Former address
Business Address
Employed
Where
Occ.
Phone
How long
Rents ☐ Lives with Parents ☐ Boards ☐
Address
Does Customer Have Regular Account?



September 1, 1948

ESTIMATE

LIVING ROOM & DINETTE:

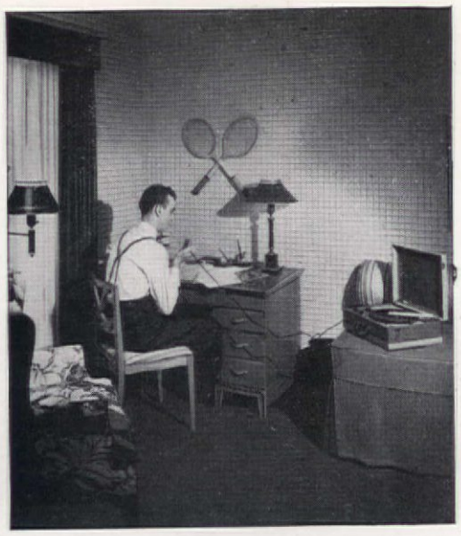
Sofa - Franklin	$249.00
2 Easy Chairs Franklin @ 129.00	258.00
1 Armless Chair Franklin	89.95
1 Coffee table - Tomlinson	89.50
2 Ivy tables - Tomlinson	139.90
2 Open arm chairs @ 59.50	119.00
1 Magnavox radio-phonograph @ 69.95	219.50
11 Packy Cypress wallpaper @ 7.50 a roll	82.50
2 Student Lamps @ 34.00	68.00
1 Student Lamp @ 24.95	24.95
Bigelow Glentwist Carpet	265.25
6 round pillows	19.65
Valances	80.45
Double hung French curtains for Living Room & Dinette	
Widdicomb dropleaf table	150.75
Buffet	195.00
4 Side Chairs @ 34.50	226.00
2 Pictures - Dinette @ 47.50	138.00
3 Living Room pictures @ 24.00	95.00
	72.00
	2581.40

MASTER BEDROOM:

2 pr. White casement curtains	34.75
1 pr. unlined draperies -rose twill	17.65
1 two-piece bedspread - platform top & dust ruffle	
4 small pillows	122.10
1 double bed - Widdicomb	13.90
2 Widdicomb Mr. & Mrs. Chests @ 119.00	99.50
2 Widdicomb Commodes @ 79.50	238.00
2 Slipper Chairs @ 49.50	159.00
Renaissance @ 14.50 yd.	99.00
2 Lamps @ 19.95	176.50
1 Lamp @ 12.95	39.90
1 Student Lamp	12.95
1 Picture	24.05
	59.00
	1097.20

Photographs by Paul Davis

All fabrics and wallpapers by F. Schumacher & Co. Timbertone structural paper in dining room. Dining room and bedroom furniture, The Widdicomb Company. Upholstered pieces, Franklin Furniture Co. Wood pieces in living room and den, Tomlinson's American Informal. Living room rug, Bigelow. Den rug, Alexander Smith. Gulistan's Renaissance carpet in bedroom. Radios: Magnavox, Zenith, Wilcox-Gay Recordio.



Henry and Ann study Spanish, record voices, play back to improve accent. They bought desk and studio couch in den

Markelsons could afford only sofa, 2 chairs, rug, end tables in living room. Balance waits till debt is retired

of the question on the Markelsons' $5,200 yearly income. Baffled by high prices, keenly wanting a pretty home without being able to afford it, they are like millions of young American couples who have married during the last few years. Most are in the predicament of having little or no furniture, almost no money to spend.

The disillusioned Markelsons compromised, as most young homemakers must do today, bought the important key pieces of furniture which they could afford, will "fill in" later according to McCurdy's decorating plan. There will inevitably be some substitutions and some of the work they will take on themselves. Ann Markelson considered the expensive bedspread pretty but extravagant, plans to copy it with chintz remnants on her own sewing machine. She will attempt to make some of her draperies.

The Markelsons discovered that modern furniture, which they both like, is relatively expensive today, that there are few moderately priced pieces of good design to be had in any quantity. They learned that the services of Jane Lawson, a decorator on McCurdy's department store staff, cost them no more than if they bought their furnishings from an untrained salesman, actually saved many hours of shopping and indecision, helped crystallize their ideas on decoration.

American Home feels obliged to point out several pertinent facts to its readers. Prewar the standard basis for figuring cost of furnishings was approximately one fourth the value of a house. The Markelson house is valued at $15,000. In line with 1949 inflation, McCurdy's estimate of $4,608 for furnishings is actually reasonable, figures out to less than one third the worth of the house, constitutes a good buy.

To readers who are indignant at the thought of obligating themselves for $4,608 worth of new furnishings, American Home calls attention to the fact that most American families systematically go heavily in debt every few years to purchase new automobiles for transportation. The $2,000 *plus* which a new car costs would, in most instances, make a marked improvement in appearance and comfort in the average American home.

To see how one other American couple dealt with a similar problem of furnishing a first home *without* going into debt, turn the page.

Bed, bedding were musts in bedroom. They also bought twin dressers, rug, had to forego lamps and night tables

Bedroom scheme was keyed to harlequin-checked chintz. Ann will make own bedspread

Geometric paper, sturdy striped and checked fabrics make masculine scheme for den

F. M. Demarest

One wall of living-dining room is covered in heavy paper resembling wood grain

Lee and Dick Bowman in finished living room enjoy a well-deserved rest after weeks of struggle with decoration of their first apartment. Impressive and inexpensive treatment of prints over sofa, held in place with stock molding

LEE BOWMAN
Directed by Mary E. Monze

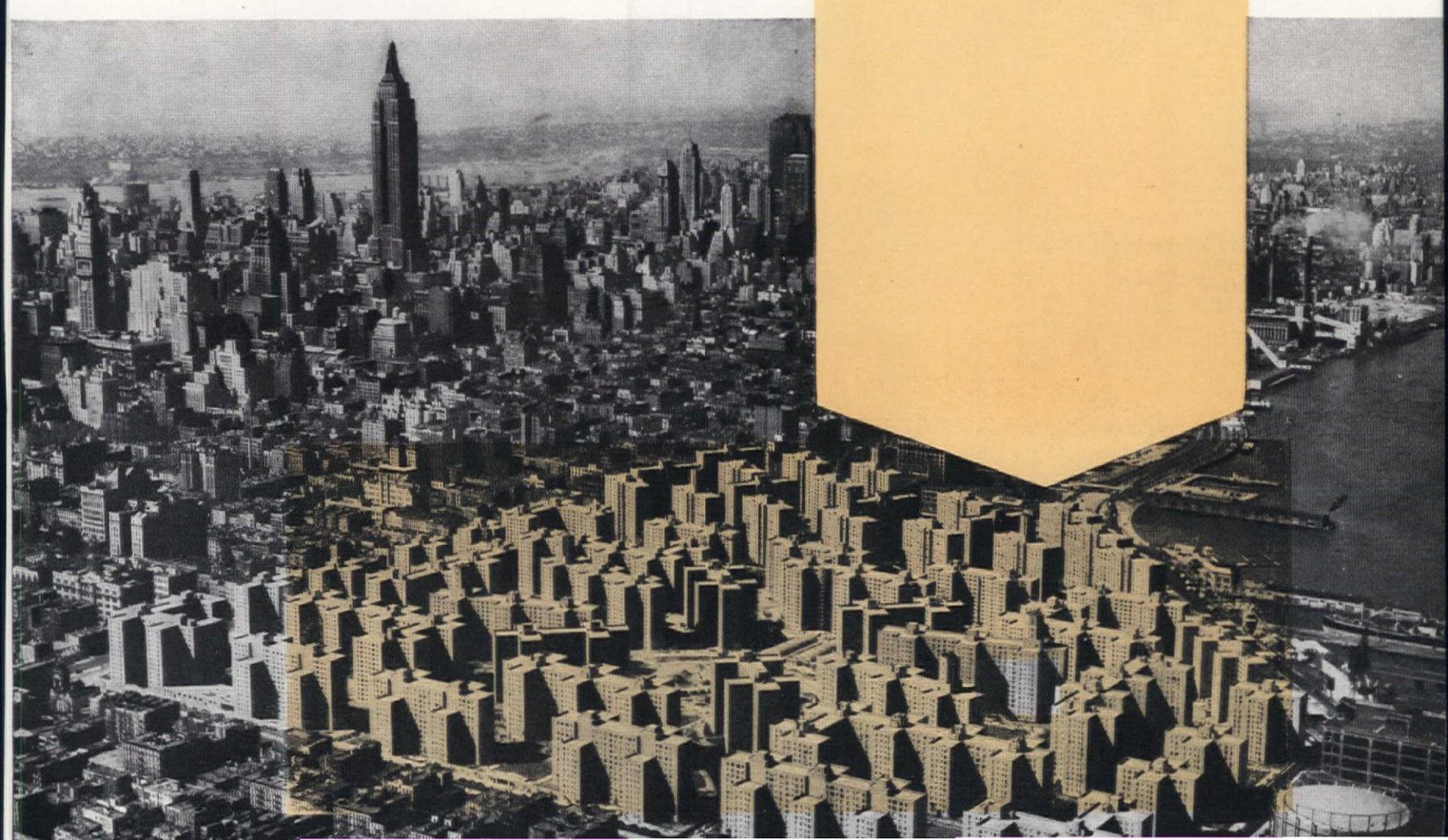
Walls and low cupboard were painted dark green in dining end of living room. Old bird cage, painted white, filled with ivy, covers ugly wall fixture. Unpainted wood chests in bedroom finished in dull black

We didn't go into debt. Legwork, brainwork, handwork, enabled us to buy essentials out of monthly salary checks

Dick and I considered ourselves two very lucky people when we found an apartment soon after we had returned from our Bermuda honeymoon. However, with the thrill came the sudden and awful realization that here was our first real problem—for like so many other newlyweds, we did not have the necessary cash to go out and buy furnishings for it. Several long and serious conferences resulted. Dick's salary in an advertising agency was adequate to cover all our living expenses, and we decided that I would continue in my $50-a-week job as a secretary and budget my income for buying the things we needed. This plan worked out well until Mr. Stork decided to bless us with a visit. Even so, it's worth postponing a rug for the dining foyer and a few accessories to have an heir in the family, don't you agree?

Furnishing or decorating our apartment was hard work, but it was fun. We can say this now that it is completed. The point was to start from scratch and achieve something colorful and attractive enough to be

$1406 furnished our Stuyvesant Town apartment



Small, practical kitchen dressed up with colorful bands of Mystik Tape and ruffled valance at window

Eighteen squares of rush measuring 12 in. each make attractive headboard for bed. Lee made simple throw bedspread

One dark-green wall of living room continues to dining portion. Painted chairs and picture over desk were gifts

Photographs by Acme Newspictures, F. M. Demarest, Thomas Airviews

proud of and still keep well within a budget.

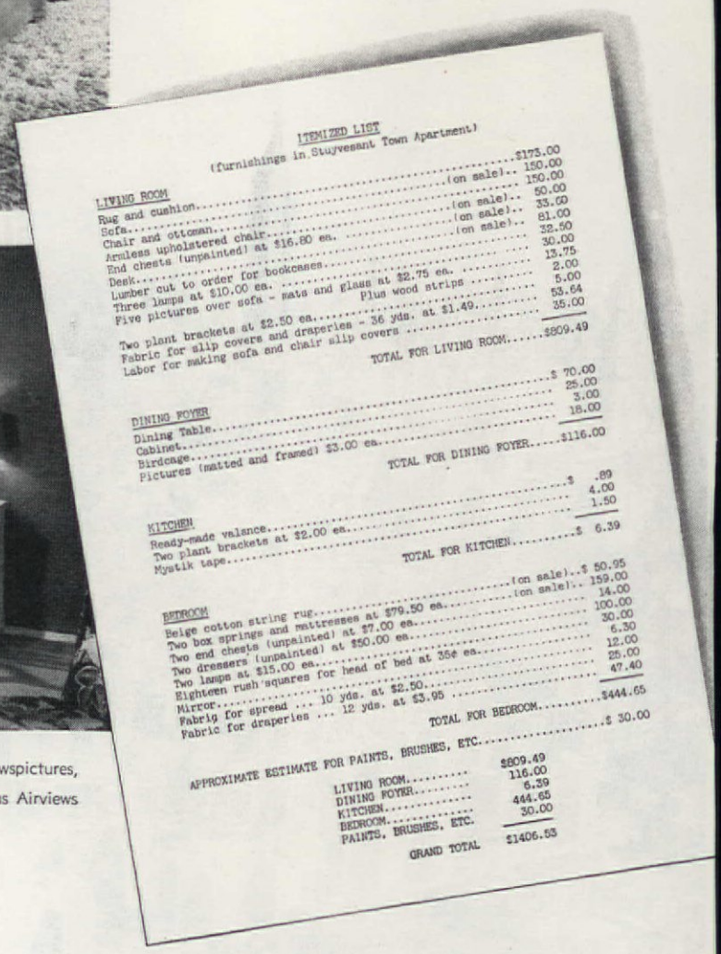
Since we couldn't afford the nicest antiques, we decided to look for the best buys in furniture with the simplest lines; then later, when we can afford them, the antiques will fit in with the basic upholstered pieces, and inexpensive wood pieces can always be used somewhere.

The pieces we didn't have to buy, aside from the accessories, were the step bookcase, which was Dick's, the green stenciled chairs which were a gift from my mother and a little pine chest (not shown) for the bedroom.

We were living in a furnished apartment at the time, and the shopping tours began before we actually moved into the apartment.

Luckily, it was a time for sales in the stores, so we did get our share of bargains to help keep within the budget. A sofa, chair, and two box springs and mattresses were the first major purchases. The stores would keep these for us until we moved in. Then rugs, bedroom chests, and a dining table, lamps and so on came little by little. All this was not accomplished in one leap, unfortunately. Much canvassing of stores and legwork came with it.

According to the rules of Stuyvesant Town, one can do about anything in the way of decorating, *but* upon moving out, it must be restored to its original over-all cream color. So when we painted one long wall and an adjoining six-foot wall in the living room and dining foyer a dark green, we hoped it would be a long time before we had to face that problem. Bookcases in the same color at the opposite end of the room balance this. Although there is a lot of storage space, we still seemed to have odd things left over with no place to put them, so we designed a low cupboard for the six-foot dining-foyer wall to look like a built-in. A carpenter near by built this for us but, when it was finished, we had no way of transporting it. The carpenter did not provide cartage, and it was a cumbersome thing; so we ended up borrowing a push-cart from a peddler and rolling it home on this.



ITEMIZED LIST

(furnishings in Stuyvesant Town Apartment)

LIVING ROOM	
Rug and cushion	$173.00
Sofa (on sale)	150.00
Chair and ottoman (on sale)	150.00
Armless upholstered chair (on sale)	50.00
End chests (unpainted) at $16.80 ea. (on sale)	33.60
Desk	81.00
Lumber cut to order for bookcases	32.50
Three lamps at $10.00 ea.	30.00
Five pictures over sofa - mats and glass at $2.75 ea.	13.75
Plus wood strips	2.00
Two plant brackets at $2.50 ea.	5.00
Fabric for slip covers and draperies - 36 yds. at $1.49	53.64
Labor for making sofa and chair slip covers	35.00
TOTAL FOR LIVING ROOM	$809.49
DINING FOYER	
Dining Table	$ 70.00
Cabinet	25.00
Birdcage	5.00
Pictures (matted and framed) $3.00 ea.	16.00
TOTAL FOR DINING FOYER	$116.00
KITCHEN	
Ready-made valance	$ .89
Two plant brackets at $2.00 ea.	4.00
Mystik tape	1.50
TOTAL FOR KITCHEN	$ 6.39
BEDROOM	
Beige cotton string rug (on sale)	$ 50.95
Two box springs and mattresses at $79.50 ea. (on sale)	159.00
Two end chests (unpainted) at $7.00 ea.	14.00
Two dressers (unpainted) at $50.00 ea.	100.00
Two lamps at $15.00 ea.	30.00
Eighteen rush squares for head of bed at 35¢ ea.	6.30
Mirror	12.00
Fabrig for spread ... 10 yds. at $2.50	25.00
Fabric for draperies ... 12 yds. at $3.95	47.40
TOTAL FOR BEDROOM	$444.65
APPROXIMATE ESTIMATE FOR PAINTS, BRUSHES, ETC.	$ 30.00
LIVING ROOM	$809.49
DINING FOYER	116.00
KITCHEN	6.39
BEDROOM	444.65
PAINTS, BRUSHES, ETC.	30.00
GRAND TOTAL	$1406.53

The bookcases are Dick's masterpiece. He measured the wall space and had the lumber cut —delivered to the apartment this time—and put them together and painted them. By this time, every new thing that we added made such a difference that it really became exciting.

With the exception of desk and dining table, all wood pieces used throughout the apartment were unpainted—and don't let anyone tell you that you don't get tired of the smell of paint!

I didn't attempt to make the slip covers but did work out the draperies and bedspread. I hadn't attempted anything like it before but really feel that with the aid of an instruction book, needle and thread, anyone could do it.

The pictures and accessories add the finishing touch. We had bought the two sets of water-color prints in Bermuda on our honeymoon with no idea just how or where we could use them but, as it turned out, they were a good purchase. The ones over the sofa are simply matted, covered with glass, and put up with two strips of wood. The jonquil painting over the desk is my favorite and was painted by my mother. The old birdcage, which Dick sawed in half and painted white, covers a light fixture.

The kitchen involved no strain. A ready-made valance, plant brackets, and some wonderful, decorative Mystik Tape were the only ingredients necessary. The tape is a marvelous invention. It takes a very short time to put it on and adds much color and cheer.

We don't want to give the impression that it was a snap. As anyone who has tried it will tell you, time and patience are essential. But a couple of tips to beginning "do-it-yourselfers" might go as follows: It is well to start with an over-all plan in mind, and a good way to do this is to draw it out on paper. Get room measurements and sketch to scale. It doesn't matter if it's rough, and you don't have to be an artist. Scaled paper cut-outs of furniture allow you to try furniture arrangements, thus giving an idea of balance and furniture sizes.

Lee shops at neighborhood market for budget buys—wire cart on rubber wheels carries enough food to last for week—easy wheeling

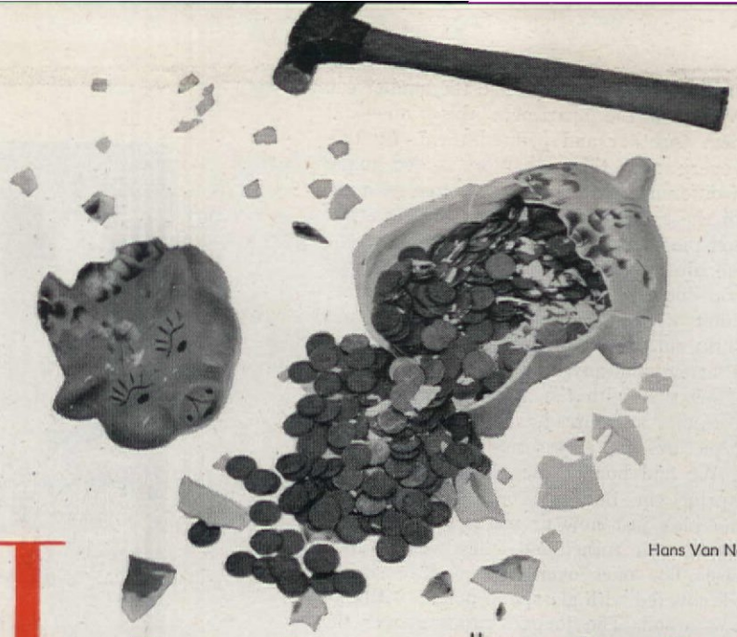
In present pregnant condition, Lee finds smock ideal garment for making bed and doing household duties

Dick consults with Lee on built-in units for baby's room. He is doing all carpenter work and Lee all sewing; together they do finishing and painting

Second bedroom in apartment is being prepared for the arrival of baby. Lee measures window with long metal ruler prior to making curtains of corduroy. These and ruffled white curtains will be washable

Ten inflated dollars will still buy plenty of room-changing magic. Aside from the four excellent rejuvenators illustrated, here are more under-ten-dollar ideas.

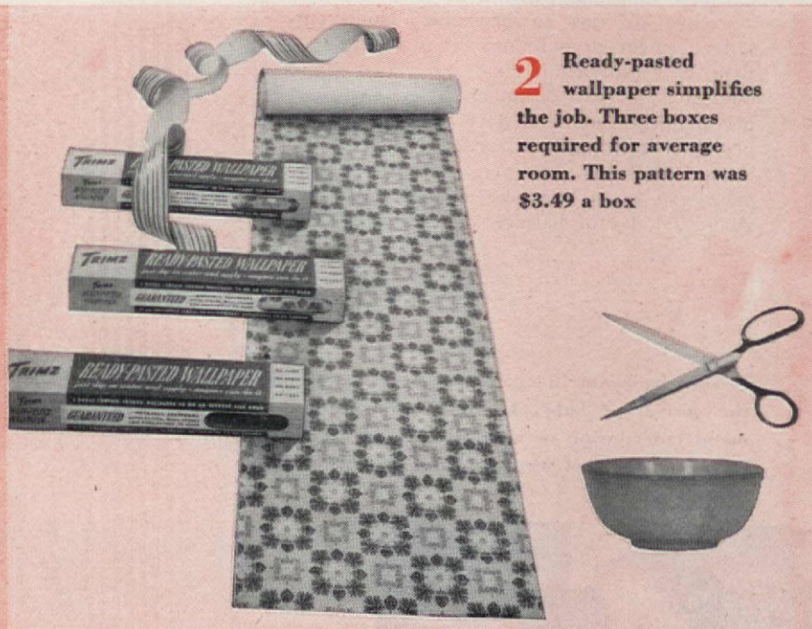
Take a "gone" sheet that is split down the middle, tear it in two, hem it, dye it, make it into a pair of floor-length draperies. If it's too far gone for such treatment, tear it into six-inch ruffles, hem and dye, use the ruffles to frame windows, trim lamp shades. $10 will buy new paper lamp shades at the dime store for every lamp in your living room. Shellac and paint them brightly if you like. Well-styled, ready-made slip covers can be bought in most department stores for $6.95 for a lounge chair cover. Fringed hob-nail bedspreads at about $6.95 can be dyed at home, split, made into draperies of elegance. $10 buys enough gaily patterned window shades to brighten a room's outlook. Or buy $10 worth of dime-store pictures to mass over your sofa.



Hans Van Nes

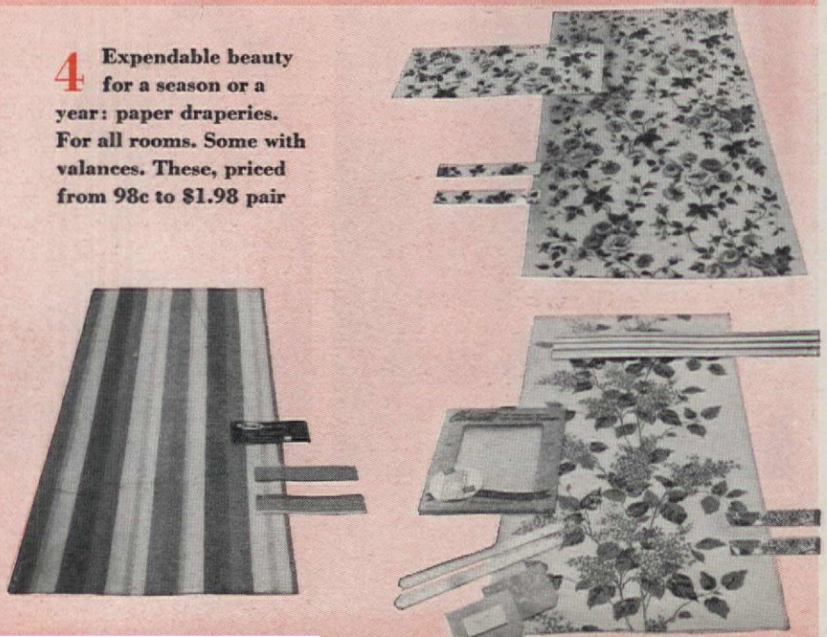
But what can I do for $10?

1 Paints which cover paper or plaster, cheap, easy to apply. One gallon does an average room. These four are all under $4 per gallon



2 Ready-pasted wallpaper simplifies the job. Three boxes required for average room. This pattern was $3.49 a box

3 Several of these boxes of magic can strip color from faded slip covers, redye them deep decorator tones. 25c or less per box.



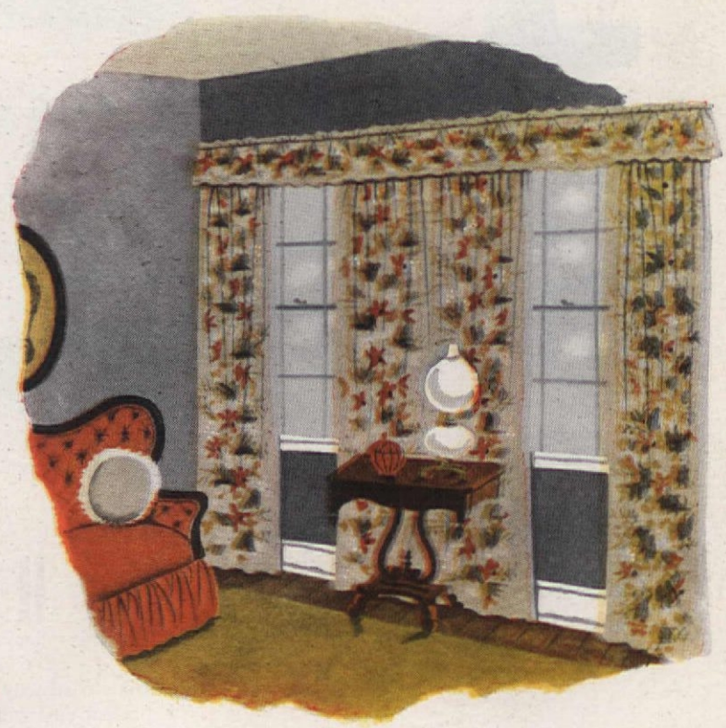
4 Expendable beauty for a season or a year: paper draperies. For all rooms. Some with valances. These, priced from 98c to $1.98 pair

1. Harder than painting a fingernail, but you can do it. Several hours work plus $4 makes walls bloom in decorators' colors

2. Wallpapering is no cinch, but ready-pasted papers eliminate much drudgery. Paper for this room totaled $10.47

3. Strip, redye faded slip covers deep solid tones to hide pattern. Worn dyed sheet makes contrasting skirt, pillows

Lorraine Fox



4. This lush wall-to-wall effect covering space between windows used 3 pairs paper draperies with valances, cost $5.94

Quality-on a limited budget!

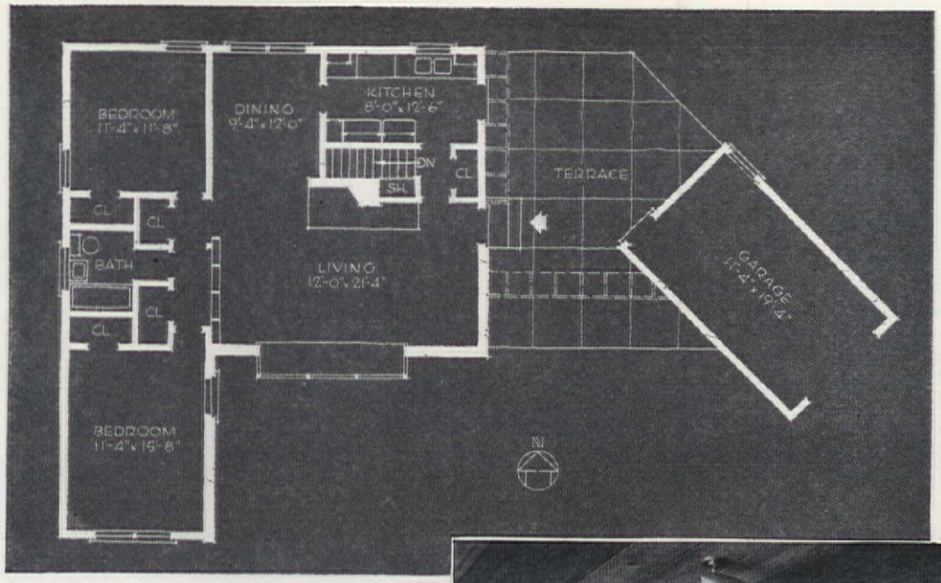
Photographs by Gottscho-Schleisner

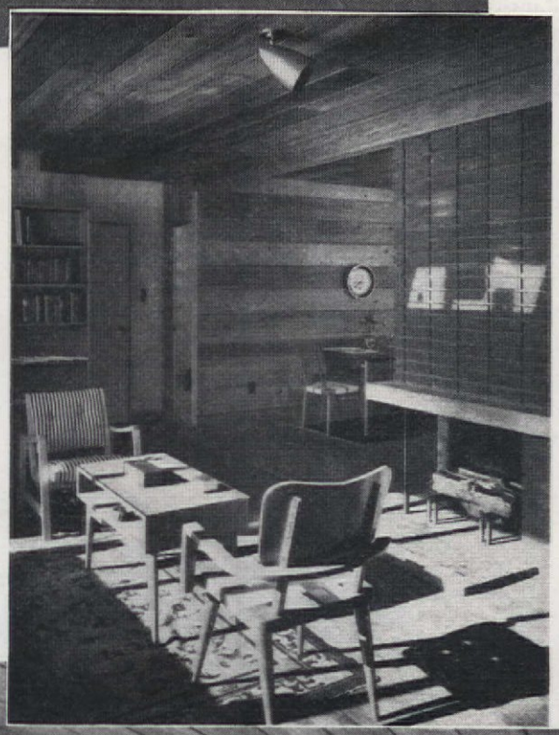
Built for approximately $12,000, this house proves a fat purse isn't needed for good house design

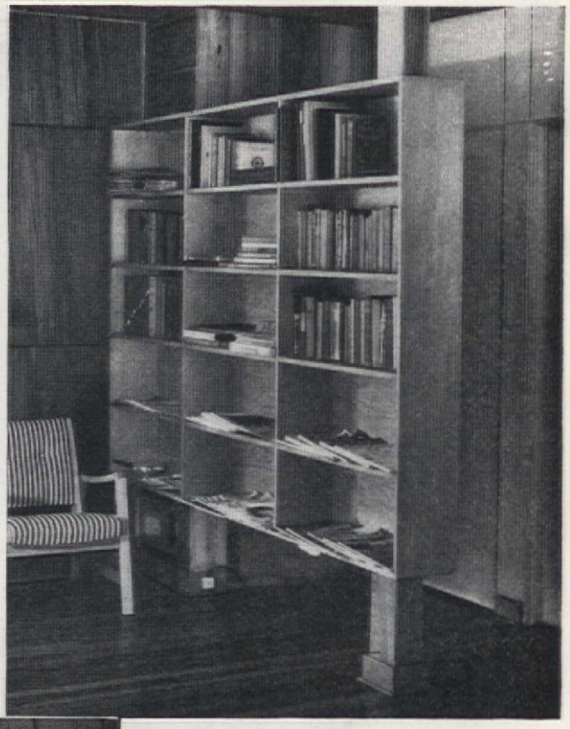
WILLIAM J. HENNESSEY

Having spent several years financing and contracting for building in addition to designing houses, the architects of this one-story house were in a position to remedy many factors contributing to present-day high building prices. They'd found out, for instance, that forcing unfamiiiar techniques upon carpenters could only lead to confusion and cost increases. They knew many ways to reduce waste, so important in the small house—and especially in this house in which they were able to usc wood both logically and economically with telling effect.

The plan has been arranged to produce a rambling appearance. Since the house is placed well back on the property, its occupants will be guaranteed complete privacy when planting is finished. Rooms are not large but, because the major elements have been allowed to flow into one another, there's a deceptive feeling of spaciousness. Little detail was used either inside or out since the designers wanted all materials left natural to produce a maximum degree of grain or texture. The exterior is of brick and white-painted siding; the interior is almost entirely of plywood. This use of one material throughout is especially fortunate in a small house since it not only unifies the design but adds to the stature of the whole.







Interior walls are combination of gum plywood and cedar boarding. The latter has been also used to line ceiling of both living and dining areas. Scene taken from entrance doors shows vertical-jointed corner fireplace and single opening into bedroom wing

Home of Mr. and Mrs. Donald C. Little,
Syosset, Long Island
Caleb Hornbostel, architect;
Jean P. Trouchaud, designer

Suspended bookcase partly supported by square wood column is used to help conceal bedroom hallway and closets. Adjacent wall is composed of large squares of natural gumwood plywood

By sloping large solar sash outside glare is minimized while well-vented sill provides space for plants or ornaments. Weep-holes in sill help prevent condensation and are filled with noncorroding metal wool to keep out insects. Exterior overhang controls sun rays

HOW TO BUY

Photographs by Hans Van Nes

Modern radio-phonograph, AM-FM radio, 12 inch speaker, automatic stop on changer. Mahogany case. $410. Stromberg-Carlson

Everything in one cabinet. AM-FM radio. Record changer will play 10 and 12 inch records or 4 full hours of music on long-playing records. Magnascope television tube. 10 watt output, 12 inch high fidelity speaker. Provincial cabinet in fruitwood. $750. Magnavox Co.

a Radio-Phonograph or Television Console

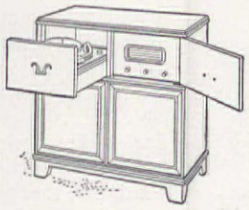
STORES PROMOTING THIS SPOTLIGHT OF THE MONTH FEATURE ON PAGE 123

J. DAVID CATHCART, author of this article, is Chicago manager of a leading radio manufacturer, was formerly advertising manager of another famous radio company. With Mrs. Cathcart he lives in Glencoe, Illinois, is the author of more than eighty published magazine articles

Radio-phonograph by Sparton has AM-FM, automatic changer, 10 in. speaker. $230*

Radio, television, and the family living room seem here to stay. Some hundreds of thousands of families will buy console radio-phonographs or television machines this year, either as separate machines or with all three functions combined in the same cabinet. If you plan to be one of this group, you may find helpful this check list prepared to tell you just what to look for and listen for. It should prove a helpful guide to good buying and maximum pleasure.

Television, in spite of its tremendous expansion in the past year, is still receivable only in certain localities. A radio-phonograph console, however, provides good reception anywhere in the country; and there are not the same restrictions as those which still apply to television. We take up first the subject of the radio-phonograph combination as a machine in itself and commend these points to your attention when you shop.

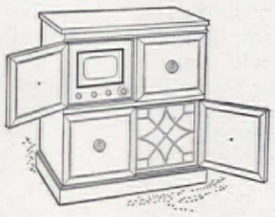


Crosley AM limed oak model. 10 in. speaker, floating jewel needle, 6 tubes, automatic record changer. $170*

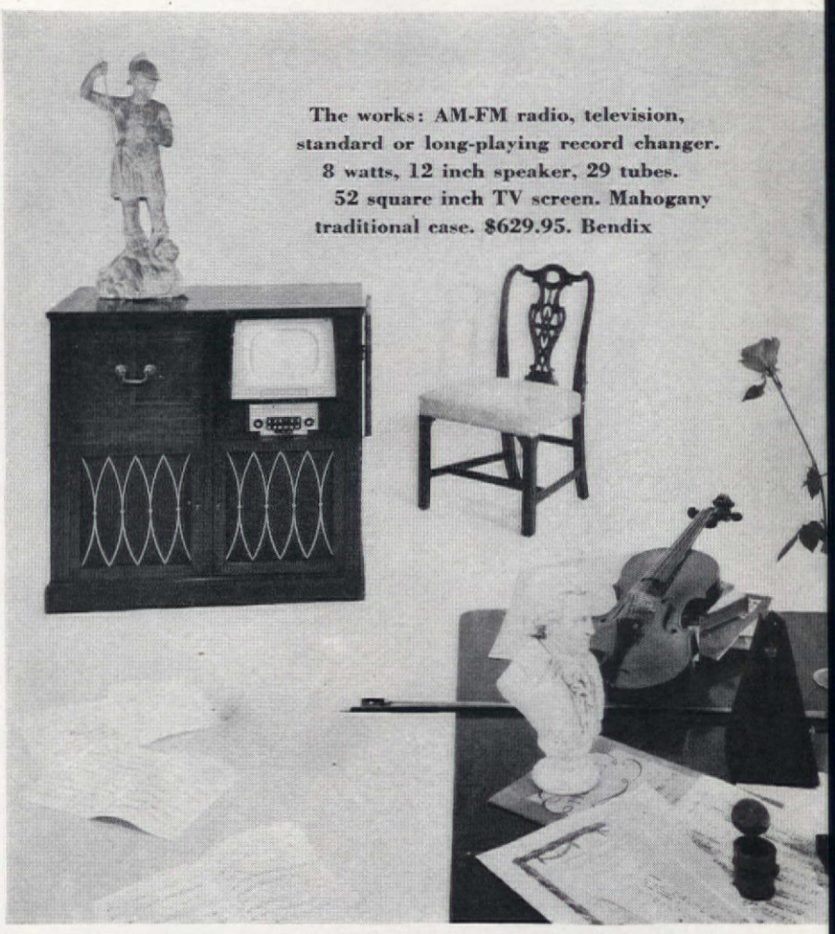
TONE—Your ear is an excellent testing device. None better exists. So do a lot of listening, intensive listening. Take hours. And be sure that where you do your listening is free of conflicting noises. Listen to both radio and phonograph. Try to get your salesman to use demonstration records that are "full" of music. Those that feature cymbals, bells, and noisemakers bring out tonal capacity. If the ringing, tinkling sounds come through unmuffled, you can feel reasonably sure that your phonograph will deliver to you just about all that is on any record. Incidentally, classical records, vinylite records and the new long-playing 33⅓ records make better test records because usually they handle overtones and upper harmonics well. Dance records emphasize rhythm rather than musical range. In engineering terms, your test record should reproduce out to 10,000 cycles per second. Select one test record, then hear it on all the phonographs you're considering. Carry it with you. Note the varying instrument capacities. Watch for "masking" (the base portion of the musical spectrum may be subordinate or "mask" the treble portion). True lifelike concert-hall realism is your best goal.

POWER—Power (watts of output) in a radio-phonograph is like horsepower in a car. While you may never want to drive at 100 miles an hour, still it's pleasant to have that extra power at your command. Thus, it is with a radio-phonograph. Even though you will usually play your instrument at low volume, still, even so, power is a factor. A minimum of 10 watts is advisable. But 20 watts is preferable. And 30 to 40 watts is better yet.

SPEAKERS—Turn the set around. Look at it from the back. Count and measure the speakers. A 12" speaker is desirable, although some 10" speakers can perform beautifully—two 12" speakers are preferable. Even better is an audio system that divides sound (via crossover network) piping the bass portion of the musical spectrum to a big bass speaker and the treble portion to one or more small treble speakers or "tweeters." Sometimes the tweeter is mounted as a "coaxial" speaker directly in front of the big speaker. Also, sometimes, for the treble sound, a multi-cellular theater-type accoustical horn is used. The important thing is to appreciate that speaker system



Brunswick's radio-television-phonograph has 12 inch screen, two speakers, separate audio systems. Retails about $745*



The works: AM-FM radio, television, standard or long-playing record changer. 8 watts, 12 inch speaker, 29 tubes. 52 square inch TV screen. Mahogany traditional case. $629.95. Bendix

All in one cabinet. Television, AM-FM radio, standard and long-playing record changer. 12 inch TV screen. 28 tubes, 6 rectifiers. Swirled mahogany veneer cabinet. $695. Philco Corp.

Touch on button opens or closes record changer electrically on chairside radio-phonograph. 10 inch speaker, intermix changer, AM-FM radio. $430. Zenith

Bow-front radio-phonograph plays 10 and 12 inch records intermixed, has 12 inch speaker, undistorted 15 watt output, 12 tubes. AM-FM radio. $389.95. Westinghouse

For those who already own radio-phonographs, Zenith also makes a separate television console in modern light wood case with circular picture view screen. Speaker is covered with handsome woven grill. Retails about $489.95*

Drawings by Paul Crowley

is basic to instrument's tonal performance.

CABINET CONSTRUCTION—This also is an important factor in tone. The cabinet should be rugged, built of heavy panels, with ample cross struts, screwed and glued. Again, look from the back. Rap with your knuckles on a side panel. Is it a "solid" sound? Open record storage doors, examine inner sides of panels, thickness of lids. This cabinet should be even more sturdy than a regular living-room chest because of the weight it must carry and the vibration to which it is subjected. Veneer on good core stock is fine cabinetry—most fine furniture is built that way—preferably with 5 ply construction that has cross banding beneath the face veneer. Composition wood on backs and record storage compartments is good. The composition is less likely to warp or split than a thin wood panel. It wears well.

CABINET STYLING—The wide selection of living room units on the market today means that any home decorator should be able to find a cabinet to match her present furniture, whether it be modern or traditional. Or, if she prefers, she may choose a lovely "accent piece" of contrasting wood. Period pieces, regency cabinets, modern and contemporary, traditional, provincial, knotty pine, mahogany, walnut, oak, maple, fruitwood—cabinets styled to be pleasantly deceptive—commodes and chests that give no indication of their contents. Matching record cabinets usually are available, the twin pieces ornamenting a room nicely. Rapidly passing is the concept that a radio-phonograph should look utilitarian. We're coming out of the era of exposed dials, oversized hardware, fancy inlays, waterfall fronts—in short, "radio styling." Today, instead, the home decorator has available fine pieces of furniture which can add charm to any room.

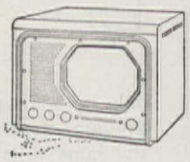
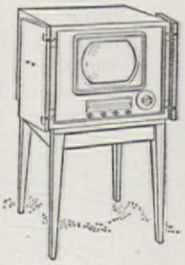


Table model television by General Electric is good buy at $389,* has 12 inch picture

CABINET DETAILS—Check the face hardware, the hinges, the pulls, all exposed metal parts. Is the track of the record drawer rugged? Do the doors fold back nicely? Does the set have a trim appearance when open? Is the finish right? Incidentally, about the record compartment and how it opens (lift lid, drawer or swing-forward front), it makes little difference really which you choose. Very small considerations are that children may swing on a drawer, or shifting ornaments a few inches may be annoying, or the drawer may involve needle jogging or carriage track wear. But all types are pleasant and easy to live with, so none of these points really are important.

Knotty pine cabinet is feature of DuMont line. 72 sq. in. screen, AM-FM radio-phono. $825*

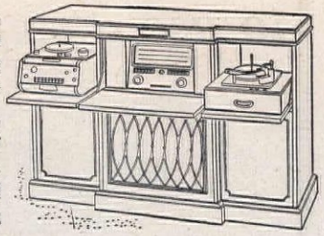
RECORD CHANGER—A rugged, foolproof changer is a thing of joy for these are delicate mechanisms with watchlike precision parts. Many drop-type changers exist. Some have one post, some two and some three. Study all from the standpoint of simplicity and carefree ruggedness. Some play 10" and 12" records intermixed. If you're likely to want to play a concert of part 10" and part 12" recordings, this is an added feature. But remember, though, that most of your concerts will be straight 10" records or straight 12". One changer plays both sides of each record and another instrument stores dozens of records in a big rack, then uses a traveling playing point which rides along a rail up to the record desired and plays it.



Consolette for TV is Stewart Warner entry with 10 in. direct view tube. $370* with console

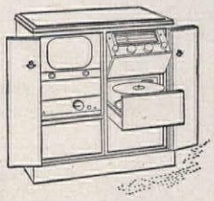
PLAYING POINT—Most tone arms today have "permanent" points (needles or styli that play for a year or two, perhaps 1,000 to 2,000 playings). Some are stone (diamond, sapphire), some nylon, some metal. All are good. As to needle pressure (record wear), try this test: Put

on a record, turn off the volume, and put your ear close to the point. Do you hear any "needle talk?" Such noise indicates heavy pressure and is an unwanted, added sound. Pressure of 1 oz. or so is OK but lighter is preferable. Check this too: How involved and how costly is the replacing of a needle? Can you do it? Or must a service man be called? It's advisable to renew points regularly (the harder the playing point, the more abrasive it can become), changing your needle each 1,000 playings is as bright as changing your oil each 1,000 miles.



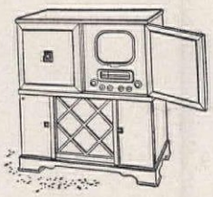
Handsome breakfront style mahogany cabinet is Lear's Dynatrope Grand. Radio-phono-wire recorder. $1775*

TREBLE OR RANGE CONTROL—If your set can handle out to 10,000 cycles per second and if your records are in good shape, by all means play your set "full range" or "wide open" and get off your records all that is on them. However, if your records are worn, they have small pimples in their grooves and these, as the record revolves, actuate the playing point and develop a hiss. The more sensitive the set, the louder the hiss. Therefore, before buying, ask to hear an old record. Can those top frequencies, the area in which the hiss is heard, be eliminated? Is the treble or range control efficient? Your set should have a good control, one which can "cut out" the segment of 8,000 to 10,000 cycles per second when you want to eliminate it and even step down your limit lower for an especially bad record. But watch this: Don't absent-mindedly leave your treble control at the stepped-down position when playing good records or you'll miss some music.



10 inch TV tube, AM-FM radio, standard and LP phonograph in Howard model. $665*

NOISE SUPPRESSOR—Some sets today are equipped with an automatic device for cutting off top frequencies. This "suppressor" stays in its cut-off position until a crescendo or burst of high-frequency music comes along. Then it opens (like a gate) for an instant—lets the burst through—then closes. Open, close—open, close. Listen to a suppressor. Decide for yourself whether the alternating off-and-on is pleasant to your ear or not. Opinions differ. Some owners prefer to cut out the suppressor and instead adjust their range control to each record.



Motorola's threat to movies: AM-FM combine, 2-way phonograph, ten inch television picture. $575*

LONG-PLAYING RECORD—Now on the market is an important new development in records—the 33⅓ rpm (revolutions per minute) LP (long-playing) record. With this record, five times as much music is put on a record. Consequent savings in money, storage space, music interruptions result with these long-playing records. This record requires a featherweight playing point, the turntable must revolve exactly at 33⅓ rpm, the set must be absolutely level.

PLEASE TURN TO PAGE 118

This RCA TV-only model has 15" x 20" projection screen. Projection is done via mirrors onto treated plate glass. $895,* plus installation

Acme photo

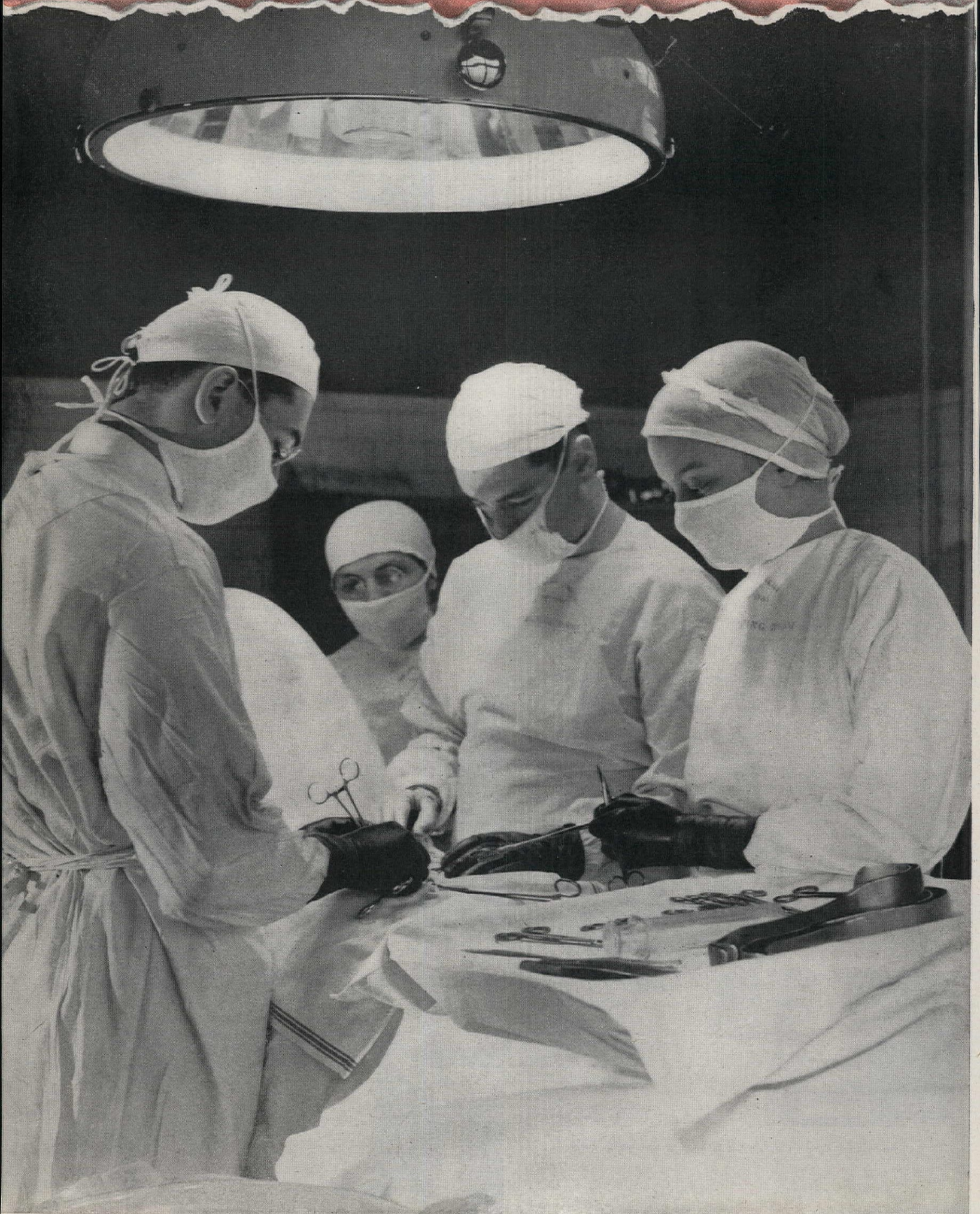
Turn radio sets around and look at speakers, ask about size and type. This Magnavox at Liberty Music Shop has two 12 inch speakers, cost $350* with AM and phono. $65* more with FM

*All prices approximate, may vary in different sections of the country

3-way instrument has 12 inch aluminized television tube, AM-FM radio; phonograph plays records at 33-1/3 or 78 RPM. Superb serpentine front mahogany cabinet. $995. General Electric

Birchwood radio-phonograph has lift-up top, intermix record changer, 2 dynamic speakers for full range. $215. Stewart-Warner Corp.

She couldn't "take time" to use a stepladder . . .



There's no place like HOME for accidents

NEITHER INDUSTRY NOR TRAFFIC

can match its record!

RUTH DAVIS

Every thirty minutes, some person somewhere in the United States dies as the result of a fall in the place where he should be safest—his own home. No age group, no income bracket is immune, the stark statistics show. During the next half hour, while you bake a cake or set the living room to rights, there'll be another fatal fall. It could be someone in your town, in the house next door. It could be *you!*

Falls in the home take 17,600 lives per year, eight times as many as the historic Johnstown flood, thirty-two times as many as the recent Texas City ship explosion. In a very real sense, this death total shouts "Murder!" for, almost without exception, falls in the home can be prevented.

Besides those who die each year from falls in the home, countless numbers fall—and live. No one knows how many, but safety experts guess at several million.

For example, consider Mrs. Jones, one of those who went riding for a fall in 1948 and lived to tell the tale. Mrs. Jones had no step stool because "we can't afford one." In a hurry to finish a batch of cookies, she stepped up on a rickety chair and reached for the baking sheet which she kept on the top shelf in the pantry closet. As she put out her hand to grab it, the chair skidded from under her, and she crashed backwards to the floor, hitting her head on the handle of the oven door. Luckily for Mrs. Jones, her mother was in the house at the time and summoned the doctor immediately. His diagnosis: fractured skull. In terms of cash, pain, time, money, and family discomfort, costs for Mrs. Jones' lapse can't be reckoned. Doctor and hospital bills and other expenses quickly wiped out the family's savings, and Mrs. Jones' homemaking duties were taken over by inadequate hired help during the emergency. Haste, ill-advised economy, poor storage of household utensils caused this family disaster.

PLEASE TURN TO PAGE 145

Home accidents kill 35,000 Americans a year—a national disgrace! Falls take more than half this toll, are caused by neglect and carelessness. Gates for stairs and non-skid anchorage for rugs may mean the difference between life and death for you and yours

Chairs are for one purpose only—sitting! Atop a makeshift step stool, she violates first rule of safety: Always be cautious! Don't risk life and limb!

Data courtesy National Safety Council. Photographs: Harold M. Lambert, from Frederic Lewis; American Mutual Liability Insurance Co.

A GEOGRAPHICAL GUIDE FOR GARDENERS

If you are going to garden near Boston

Arthur G. Eldredge

Map by Bela Dankovszky

Nearness to the shore is an important garden factor in the Boston area. There the soil is more sandy; the ocean tempers the climate; moist sea air helps some plants and hinders others; spring winds make shelter desirable

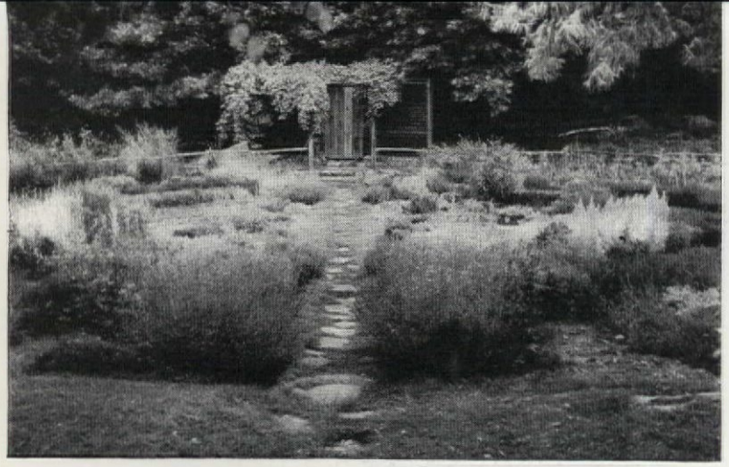
Paul E. Genereux

Inland, soils are heavier—often stony. Topography is more rugged; winter cold and summer heat are more severe. Yet gardens generously reward good, intelligent care with rich displays of spring and summer flowers, and autumn foliage

GEORGE GRAVES

In making a garden in what is loosely called the "Boston area," you may find yourself anywhere in eastern Massachusetts, or on the fringe of New Hampshire or Rhode Island. Specifically, it is a small area of irregular coast line where, in spots, the nearness of salt water influences the North-South temperature lines; where, as all over New England, short distances separate fairly distinct gardening conditions. Proximity of mountains and valleys to sand dunes makes for this variation and gives the section great charm for lovers of the outdoors. Boston, at the head of Massachusetts Bay, is the meeting point of the so-called North and South Shores. Northward, where the shore line is less indented, the sea's tempering influence covers a lesser area. The climate is more continental, with the North-South growth zones reaching close to the coast; the famous Newbury Turnpike crosses a definite hardiness line about 20 miles north of the city, and there the "North Country" seems to begin. Farther inland are sharply defined low temperature zones, such as the lowland belt running northwest from Boston through Concord and other Middlesex towns. Often during a cold snap the difference between Lexington and near-by Waltham, or some point the same distance northward, may be 10 degrees. Boston itself is apt to be measurably colder in what local forecasters call the interior suburbs. This colder interior affects gardening in several ways. Low temperatures may take their toll of plants which are safe nearer the sea, or at least of their flower buds. Spring frosts at apple-blossom time frequently ruin crops in low-lying orchards. And actual garden work seldom starts until May 1. Summer temperatures are influenced by both land and ocean conditions, and the air tends to be moist, probably benefiting most plants, but

PLEASE TURN TO PAGE 133



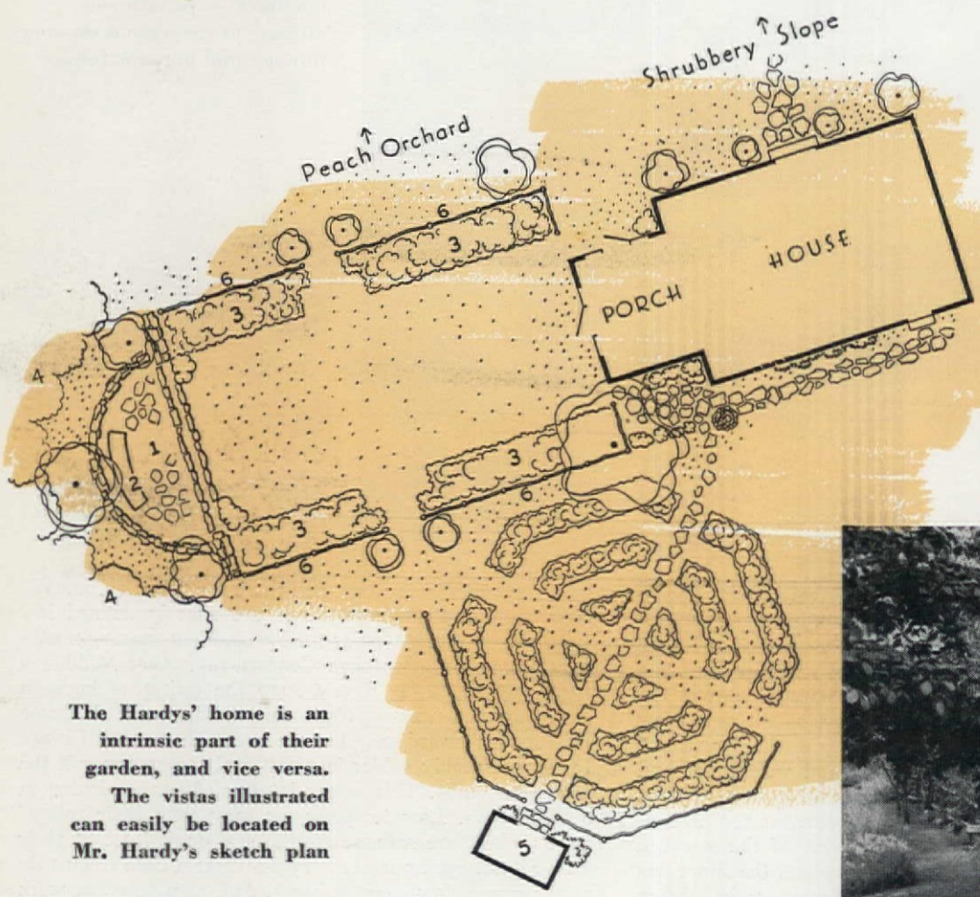
A little vine-draped garden house terminates one axis of the octagonal herb plot—their "sample garden of simples"

Four acres of unassuming little herb plants constitute the business of the Sherman K. Hardys, and a lovely flower garden is their delightful diversion. When, eight years ago, they built their attractive, gambrel-roofed house in historic Lexington, Massachusetts, Vera Hardy, a professional landscape architect, designed the garden to complement it. With the house at one end, a background of woodland at the other, and plenty of native rock and flat stones available (mostly gathered on the Hardy acres), she evolved the charming result pictured here. Mr. Hardy's contribution—in addition to hours of digging and other heavy work—was the picturesque, unpainted rail fence that encloses the little garden of grass, flowers, and shrubs.

The woodland end of the rectangle—seen in the large picture opposite—is terraced, with two low stone steps raising its flagged surface above the garden level. This terrace is curved to conform to the shape of a prized possession—a choir bench or settee from an old church in rural Vermont. (Two of them faced each other in the circular choir loft.) White thyme (*Thymus serpyllum alba*) planted between the flagstones provides a deliciously fragrant carpet that looks, for the first three weeks of June, just like a fresh fall of snow. A low, dry stone wall forms the rear boundary of this terrace, and directly behind it is a semicircular planting of shrubs in an eight-foot wide border. The large specimen in the center, that rears above Mrs.

PLEASE TURN TO PAGE 139

"A Sample Garden of Simples"



Can you imagine a more delightful setting for the happy business of herb raising than such a home as this—and such a garden!

The Hardys' home is an intrinsic part of their garden, and vice versa. The vistas illustrated can easily be located on Mr. Hardy's sketch plan

A flagged walk at the rear of the house leads to the garden. To the left is the edge of the formal herb plot

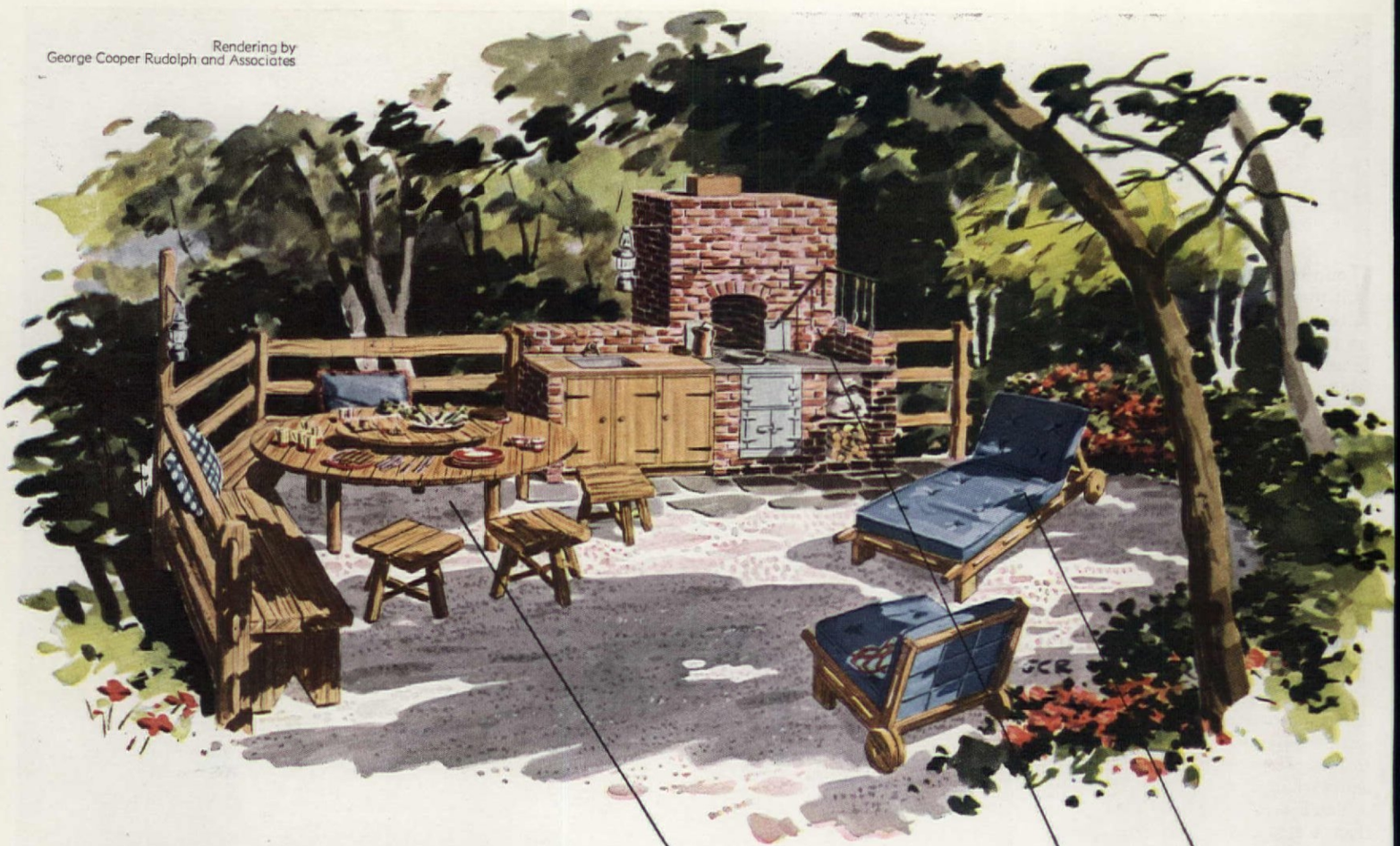
Photographs by Paul Davis (Geo. H. Davis Studios)
Plan by S. K. Hardy, rendered by H. McClelland

From the porch—when rain, wind, or hot sun makes its shelter desirable—the view is across a panel of lawn, bordered by perennials, toward the semicircular, slightly raised, flagged terrace backed by white rhododendrons

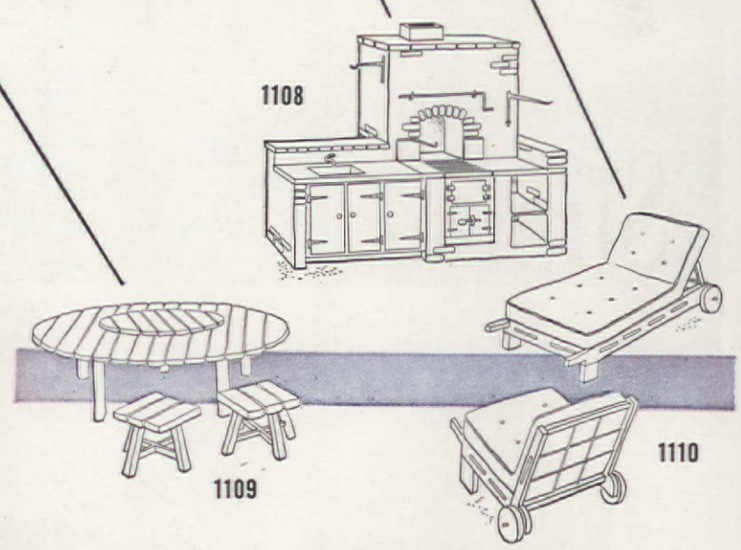
ETHEL M. EATON

Flanking the terrace steps are two low, loose stone walls (one is shown here). They extend to the simple, sturdy post-and-rail fence that Mr. Hardy built to enclose and define the flower garden that Mrs. Hardy designed, and that they jointly developed

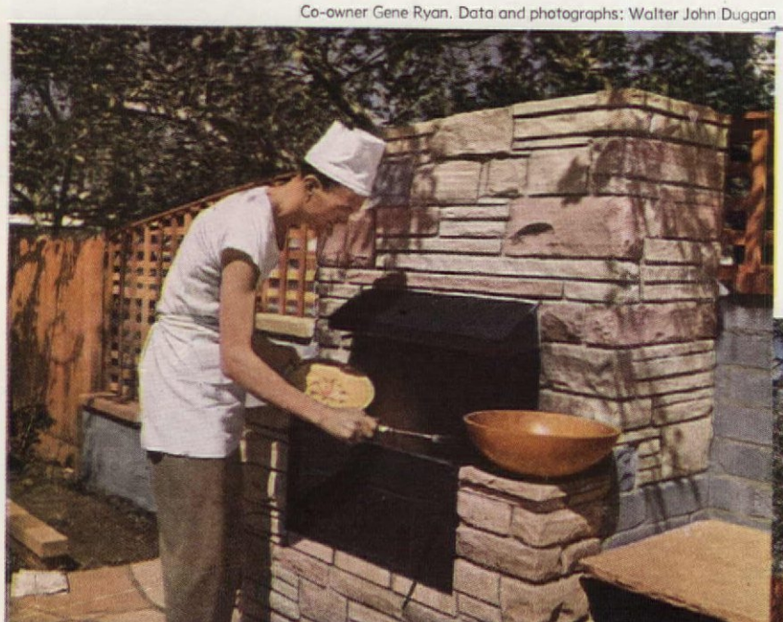
Rendering by
George Cooper Rudolph and Associates

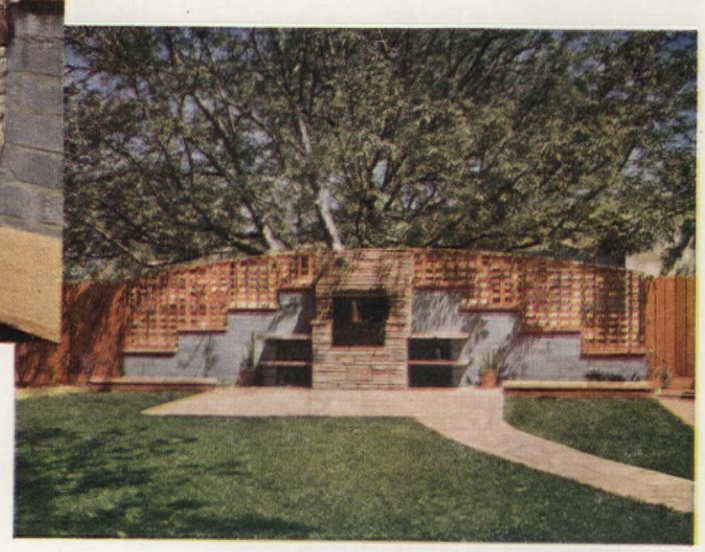


Designed for the ultimate in convenience, Pattern 1108 is an outdoor barbecue kitchen complete in every detail including the kitchen sink. Lazy Susan table Pattern 1109; chair and chaise, Pattern 1110



Co-owner Gene Ryan. Data and photographs: Walter John Duggan





AMERICAN HOME PATTERN 1111

Mr. Payne officiates at his back-yard resort barbecue pit. Fireplace is backed by cement block wall, flanked by concrete slab shelves

Reservations on Luxury at

No Extra Fare—with These

American Home Patterns

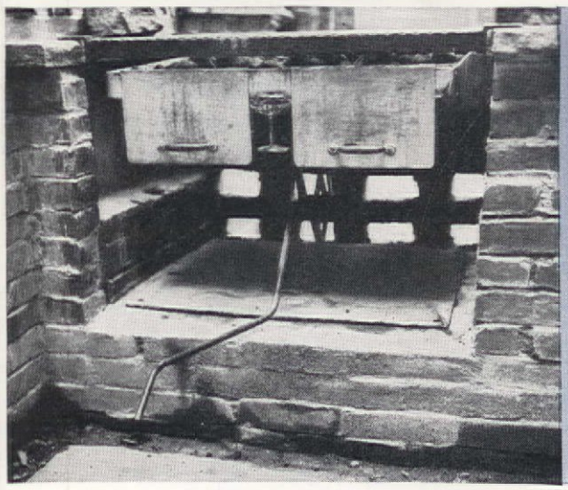
You won't need a special ticket with your name and number on it to reserve your place at your own exclusive resort. No bags to pack, no porters to tip, no last minute hustle-bustle; you can plan to relax and do nothing but—once your back-yard barbecue kitchen is completed, that is! Better get busy before spring planting begins. Have that private vacation land ready for vacation time—or just plain everyday summertime. AMERICAN HOME Patterns contain all the building details.

There's nothing better than a sizzling hot, slightly charred, very juicy barbecued steak for a vacation meal. Even an ordinary old hot dog becomes a thing of rare beauty and exquisite delight when cooked over an open fire under the wide blue sky. There's no need to travel 100, 10, 5, or even one mile for just such a treat. Stop at the corner butcher's, pick up a steak, take it out to your barbecue kitchen and cook it. Your barbecue kitchen can be as complete as you like. Barbecue unit 1108 is planned to standard specifications and includes all the conveniences of your own up to the minute kitchen. The barbecue spit consists of two hinged arms that support the skewer. Steel rod holds forks, spatulas, cooking utensils. Pots and pans hide away with the dishes in wood cabinets beneath the sink. Be sure to keep an adequate supply of fuel and kindling in the wood box. All you need to bring from the house is the food and ice. Water for cooking and washing dishes is piped from the main water line.

You'll need something to eat off of and what could be better than a step-saving Lazy Susan table? Detailed plans for table

PLEASE TURN TO PAGE 146

Ample storage space for fuel and pots and pans is provided by cabinets at each end of the fireplace



Car jack welded in place with handle bent, makes fire grate adjustable. Kindling box fronts removable

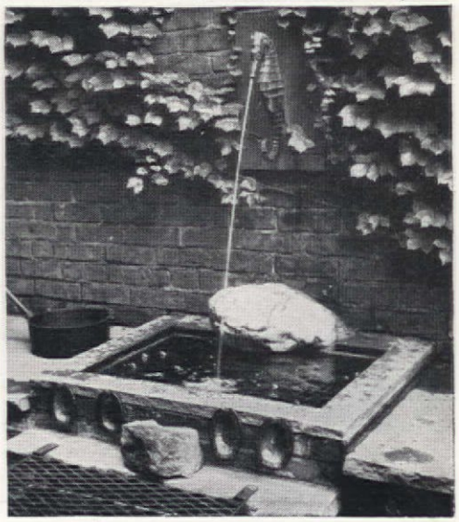
Summer in Your Own Resort

American Home Pattern Order Form on Page 146

Data: Arthur Marshall Smith, M.D.

AMERICAN HOME PATTERN 1112

Charming, rustic, but efficient charcoal burning pit needs no chimney. Water piped from garage runs, conveniently, all the time, from the mouth of brass sea horse

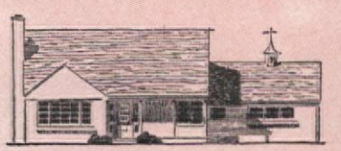


The American Home Study Plan

FOR MARCH

Presenting the first in our series of Home Study Plan Houses, the Sea Girt, New Jersey home of Mrs. Joseph H. Rosell. To obtain scale floor plans, elevations, details and outline specifications, see Order Form on page 117

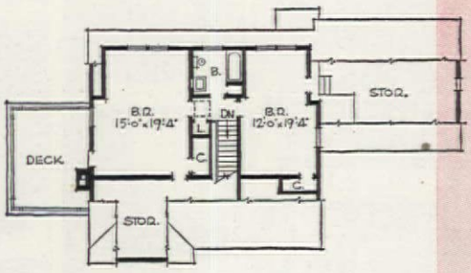
Basic house contains living room, dining room, kitchen, bedroom and bath



Two-car garage added to basic design adds greatly to original roof composition

Porch, sun deck, and finished upper floor complete house

WILLIAM J. HENNESSEY



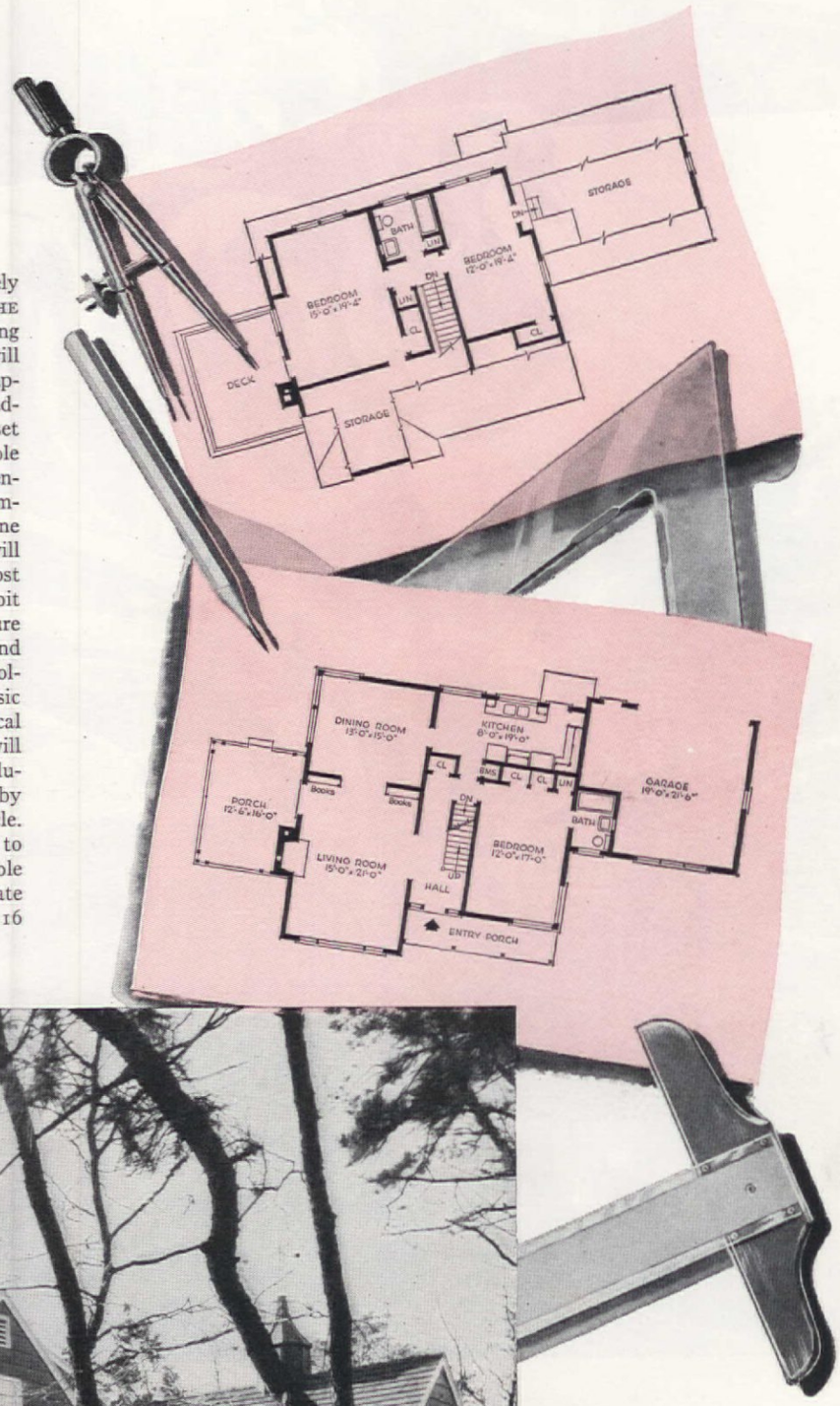
Kenneth W. Dalzell, K. Whitney Dalzell, Jr., architects
Lawrence Oglansky, contractor

Dignified front entrance door has classic appeal and was simply made by adding moldings to flush panel door

Here's something definitely new! From now on THE AMERICAN HOME is going to offer a service we're sure will meet with your enthusiastic approval. Each month we'll single out one house and, in addition to the material shown in the magazine, will offer a set of Home Study Plans of the house, all drawn to the readable scale of one quarter inch to the foot, all carefully dimensioned. These plans will not only include the floor plans themselves but also elevations and details along with an outline specification of materials used. Floor areas and cubages will be given in order to help you estimate the approximate cost of building each house. In other words, you'll have every bit of information necessary to start really planning that future Dream House! The houses featured will vary in style and size but will be carefully selected for their dollar-for-dollar value as well as excellence of design. Many will be basic in plan with logical, expansible features for later, logical growth or, like the Home Study House for this month, will be carefully analyzed and shown in several stages of evolution. In all cases, the Home Study Plans may be obtained by following directions on the coupon accompanying each article.

Armed with this information, you'll not only be able to analyze more clearly the completed house but will be able to study better furniture arrangements, obtain more accurate

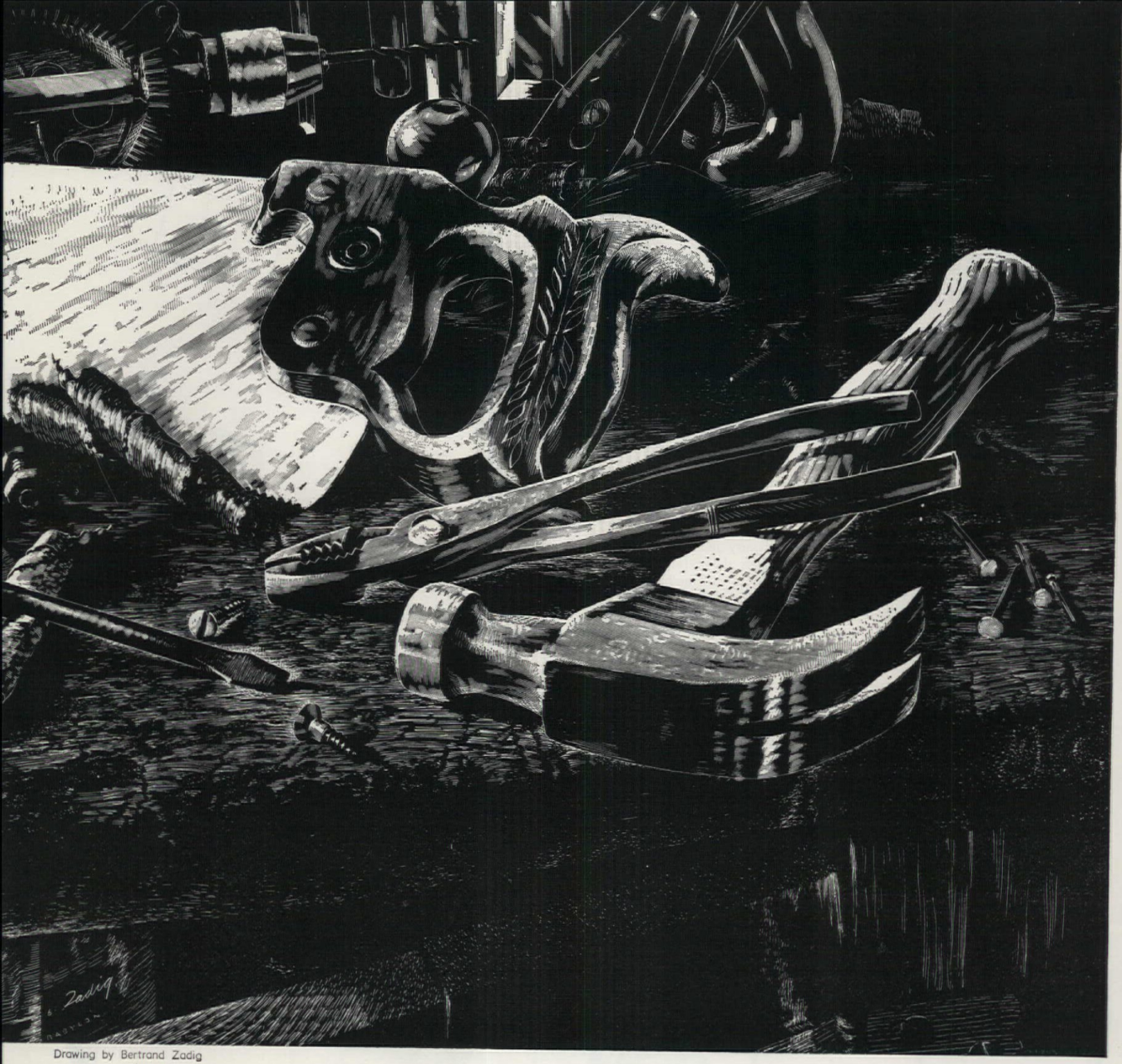
PLEASE TURN TO PAGE 116



Photographs by Gilbert Ask

Connecticut barn-red siding and crisp white trim cover exterior walls. High sash are in garage and first-floor bath; corner window is in master bedroom. Turkey weathervane on cupola came from owner's former home

Drawings by George Cooper Rudolph and Sigmund-Ward



Drawing by Bertrand Zadig

The AMERICAN HOME Maintenance Primer

#1 There is work to be done!

Come to the aid of your home! You can save money at the same time. Experience is not needed for the simpler tasks. This is the first of a series designed for you who have tackled little or no home maintenance work in the past

JAMES A. OEST

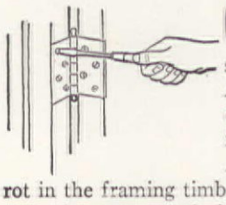
YOUR HOME MAY FALL APART IF YOU DON'T DO SOMETHING ABOUT IT

Houses, like the rest of the world, don't stand still. They either improve or go on the downgrade. Improvement is far from automatic, and depends on an expenditure of money and time. But the house will slip backward without any help other than the action of the elements and old age. Paint wears out, sash cords and panes break, floors and walls become dingy and cracked, plumbing and electrical equipment wear, become dirty, and get out of adjustment, and heating plants, roofs, doors, and many other parts of the house demand attention. If these aren't cared for early, they accumulate, reducing the value of the building and discouraging future care. The result is a vicious spiral that continually drags the house down. Don't let it happen to your home.

IT'S REALLY A TREMENDOUS PROBLEM

While it is impossible to check accurately on the amount spent for home maintenance, reliable estimates indicate that it runs well over a billion dollars a year. These estimates are for past years when material and labor costs were lower than they are today, so with the present high level of costs the amount must be even greater. As applied to the individual home, this means a yearly maintenance bill varying from around twenty dollars to several hundred, depending on the age and past maintenance record of each specific building. A new house requires periodic care and certain replacements and repairs due to breakage, but an old house also has maintenance needs due to wear from use and the action of time, which result in a considerably greater maintenance problem and higher costs.

KEEP THE JOBS SMALL AND SAVE MONEY



Constant alertness to signs of wear will often pay off in the shape of savings by keeping small items from developing into something big. A faulty or broken electrical fixture could eventually result in a great loss by fire. A sticking window might cause the glass to be broken. An unattended plumbing or roof leak can cause rot in the framing timbers or a fallen plaster ceiling. Delaying a needed paint job may result in rotted siding, framing, or windows and cause leaks that would not otherwise appear. These are just a few of the complications that can be prevented by the immediate repair of a detected fault. The cure may amount in some instances to no more than the tightening of a screw or some similarly small operation. An occasional inspection of the building, a run through the cellar, attic and living areas, will often uncover little troubles that would not otherwise show up before they became major problems. Such inspection trips might very well be scheduled monthly to insure they take place.

SAVE BY DOING MANY OF THE JOBS YOURSELF

A national survey has indicated that, of all the money spent on home maintenance, an average of sixty per cent goes for materials. The balance of forty per cent is spent on the labor involved. On an average project for which the bill would amount to one hundred dollars if handled by a contractor, the owner can save approximately forty dollars, which would pay for the labor, by doing the job himself. The materials would cost in the neighborhood of sixty dollars on this basis. The exact figures vary somewhat for each type of work, but this is a clear indication of the possibilities for savings when the labor is performed by the homeowner. Certain types of jobs require expert knowledge and special tools, and others are dangerous. These should be left for the professional. But there is much that the owner can do with practically no experience, a minimum of tools, and very little expenditure of time, in the line of painting, roofing, plumbing, carpentry, and innumerable other fields.

Sigman Ward

HERE'S HOW THE SAVINGS ACCUMULATE

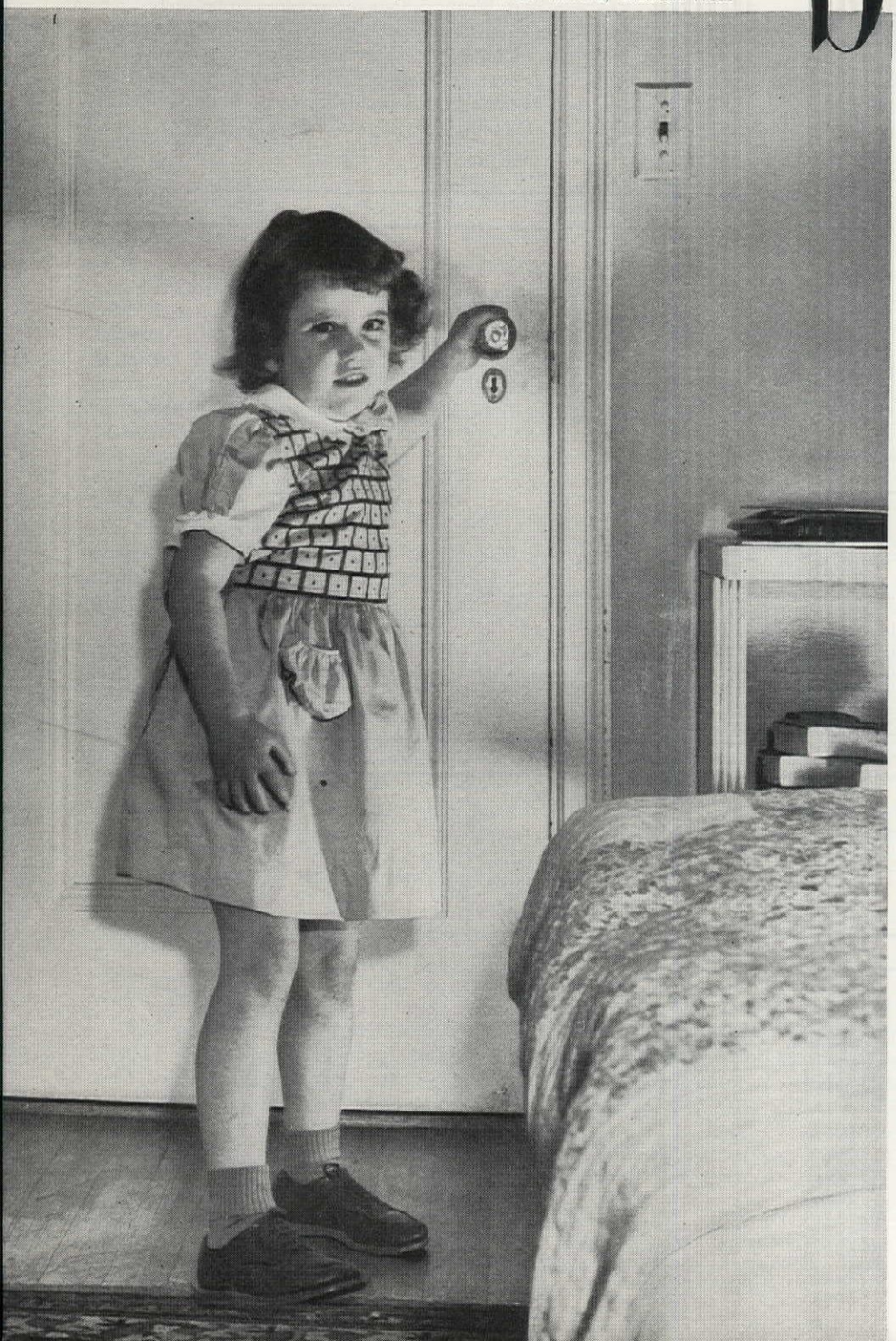
A reliable repair man will probably charge you at least a dollar and a half an hour for his working time. Often he will have a minimum charge of four dollars or some similar amount. This adds up surprisingly fast, even for small projects. Seven hours of repair work, or three minimum charges, at the rates mentioned, would come to more than the cost of establishing a beginners repair kit. For less than ten dollars you can acquire a minimum set of tools that will handle most of the small items and form a base for any future additions. Once the first ten dollars that has been saved has been put into the minimum tool kit, savings will run far ahead of the costs of materials for the simpler projects. Later they will more than pay for the additional tools that you will need for the more extensive jobs, which you soon will be able to tackle once you get started on your own home maintenance. Of course, as your experience allows you to increase the size of the projects, the savings will go up in proportion. Local labor prices vary con-

PLEASE TURN TO PAGE 112

"I don't like to punish them but..."

Threats won't make a child behave. Firm but friendly guidance will

Photographs taken especially for The American Home by Elizabeth Hibbs



Fifteenth in a series on health and behavior problems, by Dr. Samuel R. Berenberg

Bringing up four children is not easy," said Mrs. Lane, "and sometimes my husband and I make mistakes in training them. Perhaps locking Susan in her room was wrong, but I never expected it to have the results it did. Not only was she worse-behaved than before, but she came to hate her room. She stubbornly refused to play there any more and wept fearfully at the idea of going to bed."

Mrs. Lane, like many parents, was finding out the hard way, that punishment can be judged only by its effects on the child. If it does not accomplish what is expected and produces other undesirable, serious effects, it is doing more harm than good.

Discipline is not something which comes in a neat little package that can be unwrapped on special occasions to attain a certain effect. Too often parents look on it as an aspect of living which must be imposed on the child for the good of his soul. Rather, it should be thought of as flowing naturally out of, and along with, his natural developmental lifestream.

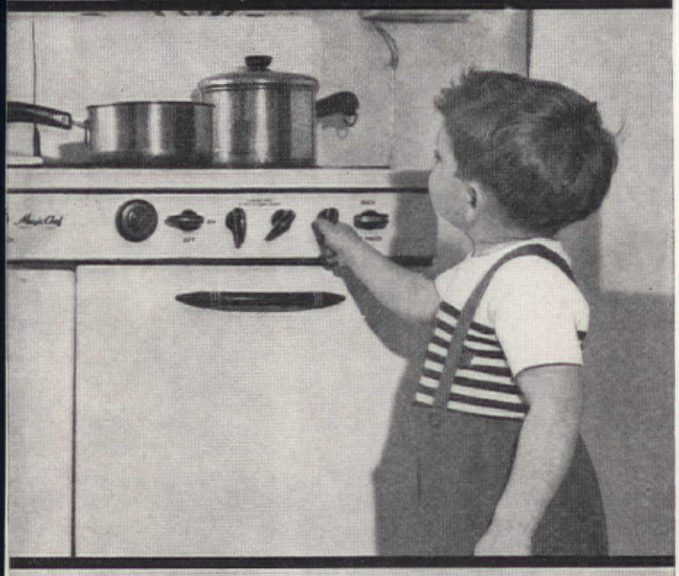
Discipline is a part of a child's normal functioning and is related to his desire for approval by those he loves and respects most. Basic security is the foundation on which a child's behavior depends, and without it he may have no desire to modify his behavior to conform with acceptable standards.

Conflicts often rage in families when parents set standards which are so high that no normal child can be expected to meet them. Naturally, every parent wants his child to do what is socially acceptable and desirable, but difficulties begin when parental authority is manifested in demands which are incomprehensible to the young and impossible to achieve. Parents do have a responsibility for helping the child—helping him to direct his own behavior and to become responsible for his own acts—but this should be done by guiding him, not

PLEASE TURN TO PAGE 144

The Lanes have four children, and each day brings new problems in discipline and training. At the moment, young Tommy just won't eat

Smaller portions, less badgering by Mother end his hunger strike



Three-year-old Robert is prone to forget home safety rules

Mother gently but firmly leads him away from danger spot, expects that patient explanations will teach him stove is not a plaything

The Lanes, good parents though they are, sometimes err in disciplinary tactics

"You hit me, I'll hit you back!" says Mother. Susan is too young to understand meaning of "take your own medicine" type of punishment

Johnny is not in a musical mood, but Dad insists he play a tune for adult guest. "If you don't, I'll—" he threatens

Forced performances like this may destroy Johnny's real interest in learning to play

use stock units...

WITH SPACE AT A PREMIUM

S-T-R-E-T-C-H Your Kitchen Dollar

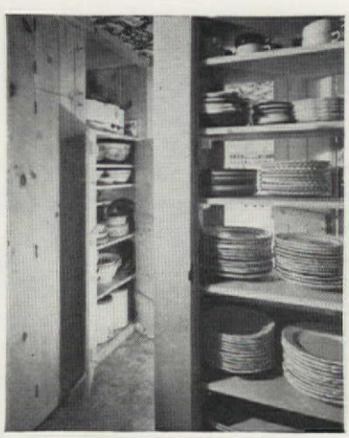
EDITH RAMSAY

One could very well parody Sir Walter Scott with a ditty about there never breathed a woman with soul so dead who did not covet the white and sparkling cabinets of our era. And many a woman would gasp with envy at these two small, but adequate kitchens, where the owners themselves did most of the work, even to installing the cabinets. At the same time they added color and gayety by means of bright paint, interesting wood paneling, and gay wallpaper—not for a minute detracting from the utility of the stock units.

In the Stewart kitchen, which is long and narrow, but airy and cool in the summer with its whole wall of windows—and a view of the gardens and woods—every inch of space is used. Refrigerator, sink with its own garbage disposer unit, mixing surface and range under two tilt-in windows at the end means only a step from one function to the other. Continuing around on the opposite wall, all the stock dry groceries are stored in the shallow white steel cabinets above, with pots and pans below, each in its own nook—ever reachable. There's a broom closet and, beside it, a deep closet for salad bowls, casseroles. The top shelf was designed to hold the electric roaster which supplements the oven.

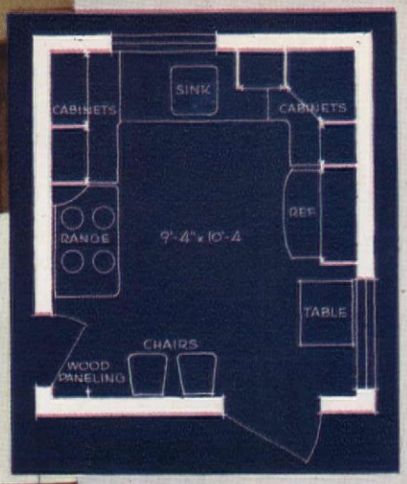
The horizontal chicks on the ceiling stumped us when we heard about them, but in reality they are very gay, adding a note of whimsey to an otherwise completely functional room. Daylight is more than adequate and attention was given the excellent lighting for after-dark. Wouldn't anyone like working in a kitchen that was always sunny and seemed practically out of doors? The natural wood walls are broken by many windows and white of the cabinets. The gray marbleized linoleum is simple to care for and complements the black ground wallpaper with its white, gray and coral chickens.

PLEASE TURN TO PAGE 80

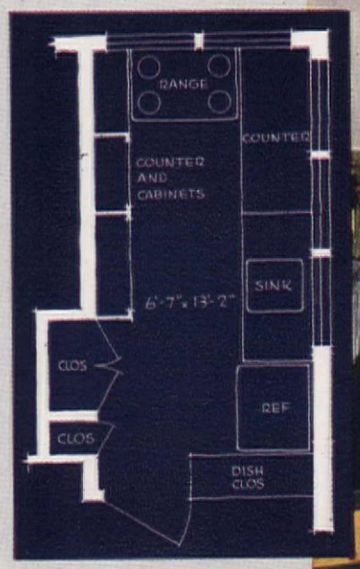


Photographs by F. M. Demarest

Storage wall is accessible from both kitchen and dining room. Stock units combined with carpentry and both used intelligently put limited space to good use. Results are: Custom counters for glass canisters, and at the ceiling, sliding racks from which hang pots and pans most frequently used



Once a bedroom, now a kitchen simply by injecting beauty and "know-how" in the proper order. Now the Voeks live in their kitchen instead of merely existing, as they did in the old one



Thomas Strahan,
Bassett & Vollum wallpapers

Youngstown Kitchens
Mullinaider waste disposer
Magic Chef ranges
Cosco stool
Armstrong linoleum
Zenith radio

Compact indeed, but so very efficient with every utensil within easy reach. Gay and bright is the wallpaper overhead, treated against fumes and grease. The kitchen hostess is ever a part of the family with her view of terrace and garden

★ **Morning Send-off.** Trust a sight like this to light a gleam in his eye—even at 7 a.m.! Griddle cakes, little sausages, and his favorite "good morning"—*golden Dole pineapple juice!* The delicious juice of the perfect fruit—sent pure and unsweetened. So convenient too—just pour from the chilled Dole can. He'll be down to breakfast, first call!

★ **Twelve o'Clock Casserole.** Good hunch when Father's home for lunch! Bring on a casserole of bubbling hot baked beans, topped with bacon strips and halves of Dole pineapple rings. It's a stick-to-the-ribs dish he'll really go for—and won't he think you're wonderful to wed Boston's famous bean with Hawaii's luscious pineapple. (Idea—if you bake your own brown bread: stir ½ cup of drained Dole Crushed into the mix. Delicious!)

★ **Sunset Upside-down Cake.** Try this all-time male favorite now—this brand-new way. A hundred per cent covering of pineapple and so easy to cut! Drain the new Dole Crushed Pineapple and spread it generously in the sugared and buttered pan. For the rest your usual recipe, or your favorite cake-mix. Newly "Crisp-cut," Dole Crushed Pineapple is better than you've ever known it!

★ By *Patricia Collier*
DOLE HOME ECONOMIST
Hawaiian Pineapple Company, Ltd.
San Francisco 6, California

DOLE meals with man appeal!

Idea, Henri Warren

Announcement made of 3"x5" pink construction paper. Fold, paste black paper for slate. Edge, blue yarn. Write cover message in white ink, use black inside

Our Town was tired of Showers

EILEENE COFFIELD

No more "olive and toothpick" teas for us. Ours had to be different

Our town's showers consisted of opening gifts and drinking tea. There was no theme, no color scheme, no games, no program, no party. A few guests attended—the rest sent gifts. This was our problem when it was time for Mrs. York, the community's leading hostess, to have her baby. It became our responsibility to give another shower. There was no choice. It had to be a large affair, one that 150 women would come to and enjoy.

Since there are other mythical ways for bringing babies, we decided on a fairy shower, instead of the usual stork theme, and a color scheme of blue and silver. Invitations had to be clever enough to make people want to come. We cut slender fairy wands from blue paper, dotted them with silver stars and printed in white ink:

Photograph by F. M. Demarest

Centerpiece executed Dennison Mfg. Co. Irish linen place mats, Elmer Goldsmith. "Clip-Ons" initials, C. & H. Specialty Co. "Flamingo" tumblers, Mooney of Hollywood. Accent plates, Onondaga Pottery Co. "Georgian Shell" flatware, Frank M. Whiting. Candles, Mack-Miller Candle Company, Inc.

The fairies are entertaining
Next Tuesday night at eight
At a shower for a baby
So please make it a date!

On the other side we wrote:

Queen of the Fairies: Mrs. York
Fairy Forest: Club Rooms

Determined that our party would be different, we had the refreshment table set, ready to serve when the first guests arrived. Two ladies presided over the silver tea service. A silvery gray lace cloth covered the table. Centerpiece was a group of fairies sprinkled about on top a fairyland cloud of Christmas angel hair. These were made of crepe paper, lace doilies, gold mat stock, gummed tape and were given delightful cherub faces. All held silver wands. Centerpiece was flanked by decorative candles. In silver ink we printed, "The fairies' gift to Mrs. York" on tiny blue cocktail napkins. Refreshments were dainty cookies, small squares of angel cake, brownies and tiny cups of angel's delight (gelatin sponge) with tea or coffee. Each guest served herself from the tea table, chatted with other guests before finding seat. Soft lights from candles, and piano melodies of old favorites presented a glowing warmth, removed early stillness found at large parties. After guests were seated, table was cleared except for centerpiece. With guests comfortable and at ease, program began.

Without introduction a guest sang Brahms' *Lullaby*, and *Mighty Lak' a Rose*. Another guest gave a humorous reading

Ribbons from stork centerpiece extend to favors, sweetheart roses in miniature flower pots. Stork on antique gilt framed mirror. Idea, Lee Stephens

New! A mix that has cake lovers all agog!

FRANCES BARTON, of General Foods Consumer Service

"Naturally!" says Frances Barton. "It's made with Swans Down Cake Flour!"

"In a class by itself!" experienced cake-makers are saying. "It's made with Swans Down Cake Flour . . . makes a far finer-textured cake, naturally. And it's evident the other ingredients are chosen to match the Swans Down!"

With this new Swans Down Instant Cake Mix, all you do is add milk, beat, and bake. And out come two lovely layers of superb white cake.

Recipes with the box for yellow cake, chocolate (devil's food), orange and spice cake, brownies, cookies.

● At your grocer's . . . or coming soon!

Swans Down Instant Cake Mix

A product of General Foods

OTHER WONDERFUL INGREDIENTS IN THIS MIX!

Egg whites taste fresh as farm-fresh eggs. They're prepared for this Mix by an exclusive process.

Sweet, fresh shortening is used in this Mix. It's all-vegetable and especially stable—stays fresh longer.

Flavoring is subtle. Nothing loud or synthetic. A pure, delicate, homey fragrance.

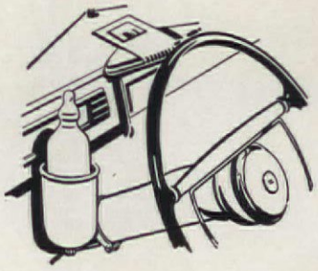
Baby Shower (Begins on page 66)

from a current magazine. Introductory music played and two elf-sized girls pirouetted into the room wearing blue crepe-paper costumes. Fairies danced around, tried to decide which lady should be Queen. After pointing to one, then another, their eyes lit on Mrs. York. They pointed wands at her, chatted gleefully, then disappeared. Returning with gifts, they placed them at Queen's feet and departed. Queen opened gifts, passed them around for all to examine and placed them on table for exhibition.

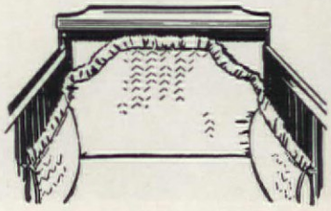
This same idea could be adapted to a smaller, informal, sitdown luncheon. Use dainty Irish linen place mats, colorful plates and tumblers. Serve guests first, have entertainment later.

To depart from the more familiar baby shower gifts we offer the suggestions below as ideal presents.

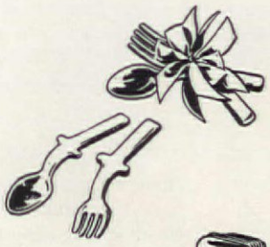
Tidy Tot Highchair Bib keeps baby and highchair clean. Unique pocket prevents baby falling. Clear Vinylite $1.29, colored $1.50. Highchair Bib Co.



Auto Nurse—baby bottle or food warmer. Install on dashboard, steering column. Convenient, quick, no switches. Price $2.95. Unique Product Mfg. Corp.



Trim-Set Bumper guard, protects baby from bumps, drafts. Quilted plastic, pink, blue. Wetproof, washable. About $5.00. Rose-Derry Co.



Baby Eatrite Set, Styron plastic fork and spoon designed to encourage good eating habits. Light, colorful, easy-to-hold. Pink or blue, about 50¢. Goodwin Industries

Brinkman Studio

Nursery-Lite for night time trips. Pocket size, no sharp edges. Soft glow, ivory-tone top. Child can operate. Pink, blue, $1.00. Bantam-Lite Inc.

Bottle warmer and vaporizer. Exclusive percolating unit throws hot water through sidewalls. Heats entire bottle. Easy to clean. $3.95. Spartan Co.

Here's Hotpoint's New Dishwasher!

Now Better Than Ever, With Front Opening, Top Spray, Electric Drying And 12 Great Improvements To End Your "Meanest" Task

SEE the latest word in modern kitchen equipment—the greatest time and labor saving appliance of them all!

● **The new Hotpoint** Automatic Electric Dishwasher brings you *stainless steel* dish racks, built to last a lifetime; a new self-sealing *aluminum door* with no gaskets to wear out; an ingenious new *steam trap*, and many other betterments. Besides these, of course, you enjoy the benefits of Hotpoint's *"Famous 4"* tested features that have made Hotpoint America's most popular automatic dishwasher.

● **Call Western Union**—Operator 25—for the name of your nearest Hotpoint dealer. Visit him for a free demonstration.

Hotpoint Inc. (*A General Electric Affiliate*), **Chicago**

ONLY HOTPOINT GIVES YOU ALL THESE "FAMOUS 4" FEATURES

1. Front Opening—the easy, convenient way to load and unload dishes.

2. Top Spray—the efficient method that washes food particles *down* and *out*.

3. Electric Drying—*inside the cabinet* with the famous Calrod® heating unit.

4. Top Work Surface. Hotpoint's porcelain top is a convenient *extra counter*.

ALL YOU DO IS—

- **Load the Dishes.** Just scrape off food and place them in racks.
- **Turn the Dial** to start the washing, rinsing and drying cycle.
- **Walk away**—Hotpoint does the whole job *automatically* and *electrically!*

Everybody's Pointing To

Hotpoint Dishwashers

It's the Greatest Time and Labor Saving Appliance Ever Invented for Your Home!

Photographs by F. M. Demarest

Mixed Vegetable Juice Cocktail
Black Olives and Carrot Sticks
Finnan Haddie Stew
Hard Crackers Bread Sticks
Brussels Sprouts with Bombay Sauce
Glazed Peaches
Coffee or Tea

Egg and Chicory Salad
Herb French Dressing
Cheese-Tuna Casserole
Buttered Rolls Vegetable Garnish
Broccoli with Mushrooms
Chilled Rice Cream with Fruit
Milk or Tea

Pick Up a Recipe...

ESTHER FOLEY

Fish was always a "blind" spot in our cooking. As a family we had no imagination in concocting fish dishes. Our neighbors, luckily for us, did. Whenever my mother came in from hanging clothes in the back yard on washday, she brought in a recipe for fish casserole from Mrs. Johns, our right-hand neighbor. Or a fish salad from Mrs. Dickenson, our left-hand neighbor, who washed a little later in the morning. As far back as age seven, I was aware of food talk, and I could repeat like a parrot any recipe that I heard. But our need for fish recipes was greater than the supply and, at times, it was necessary to repeat a dish instead of trying a new one. There were two we liked to repeat.

One was a cheese-macaroni casserole, with a center of tuna fish. This dish is a natural for the new chunk-style tuna pack. First, drain the tin of oil and turn the fish neatly into the center of a shallow casserole. Surround it with macaroni, cheese-sauced. If our recipe is

PLEASE TURN TO PAGE 73

Can't beat it for a broiler Bar-B-Q

– the friendly, sunny flavor of Del Monte pineapple

Sure—you can have a dandy barbecue indoors, when it features flavor as bright as this! DEL MONTE Brand Pineapple is so gloriously rich—so refreshingly tart-sweet—it makes any meal something special.

And you can count on that sunny flavor from any member of the DEL MONTE Pineapple family—whether it's tender *Sliced*, handy *Crushed*, golden *Chunks*, or sparkling *Juice*. DEL MONTE always uses only full-ripe pineapples—fast-packs them, with typical DEL MONTE care, to capture all their tempting tropic goodness.

So choose the style to meet your need—then make DEL MONTE your brand—*for flavor!*

TROPIC BAR-B-BURGERS

Boil down **1 cup syrup from DEL MONTE Sliced Pineapple** to ½ volume. Stir in ¼ **cup DEL MONTE Chili Sauce, 2 tbsps. sliced green onions** and ¼ **tsp. Worcestershire sauce.** Shape **1 lb hamburger** into 4 triangular patties, pressing centers thin and leaving edges about ¾" thick. Brown patties in broiler on one side; turn; press in centers with spoon. Place **4 DEL MONTE Pineapple slices** in broiler; baste with drippings. Just before patties and pineapple are done, place **tomato wedges** in patties, spoon sauce over them, and finish broiling.

You can enjoy all these delicious styles, too—

JUICE: Natural, tempting refreshment

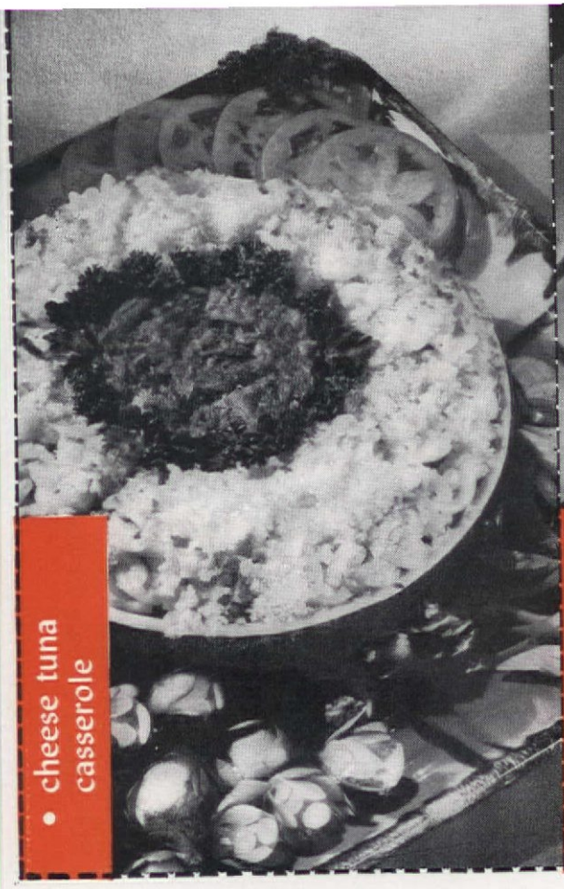
CHUNKS: Luscious, easy-to-eat wedges

CRUSHED: Golden and juicy—extra-handy

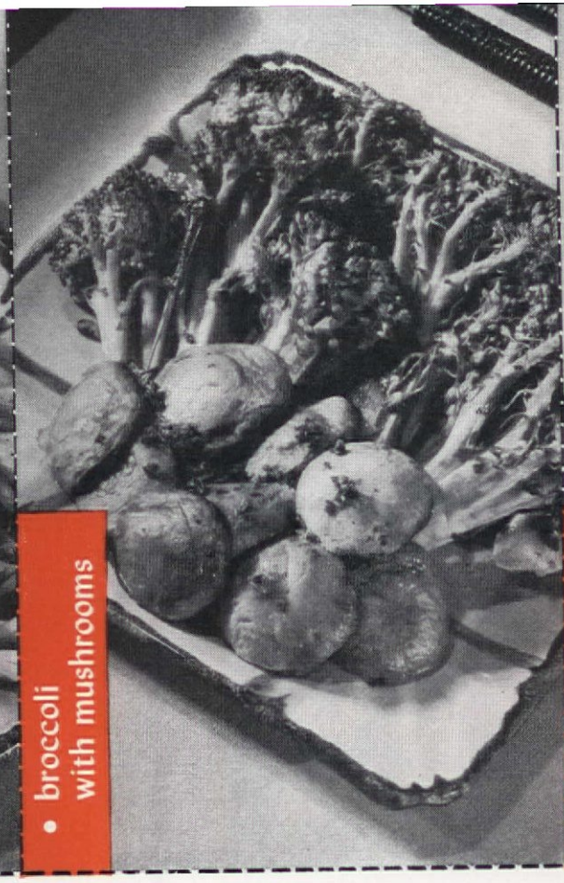
One more good food from the brand that puts **FLAVOR FIRST**

Del Monte

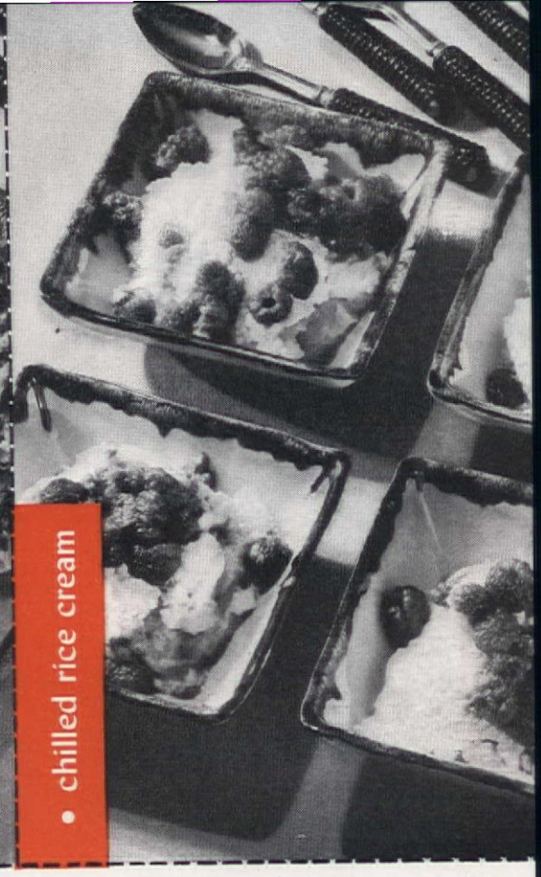
SLICED • CRUSHED • CHUNKS • JUICE **PINEAPPLE**



• cheese tuna casserole



• broccoli with mushrooms



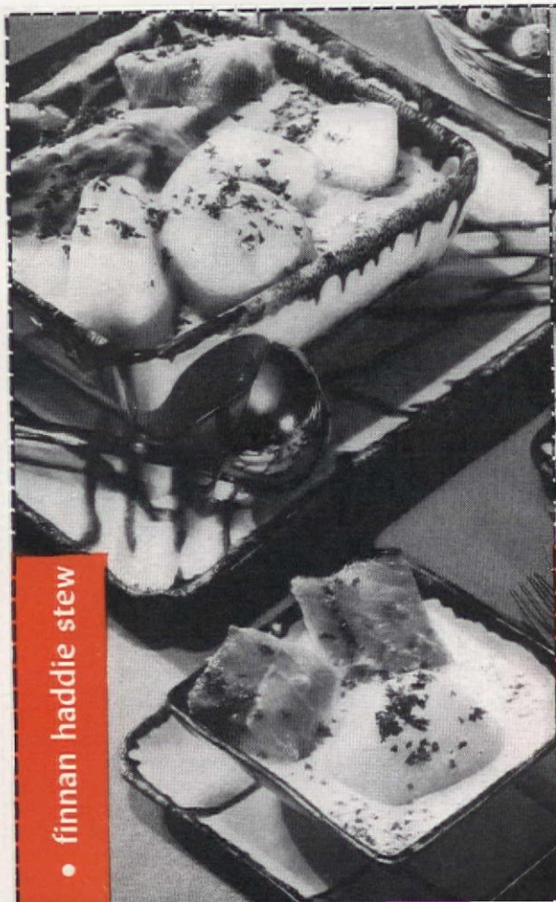
• chilled rice cream

Pick Up a Recipe

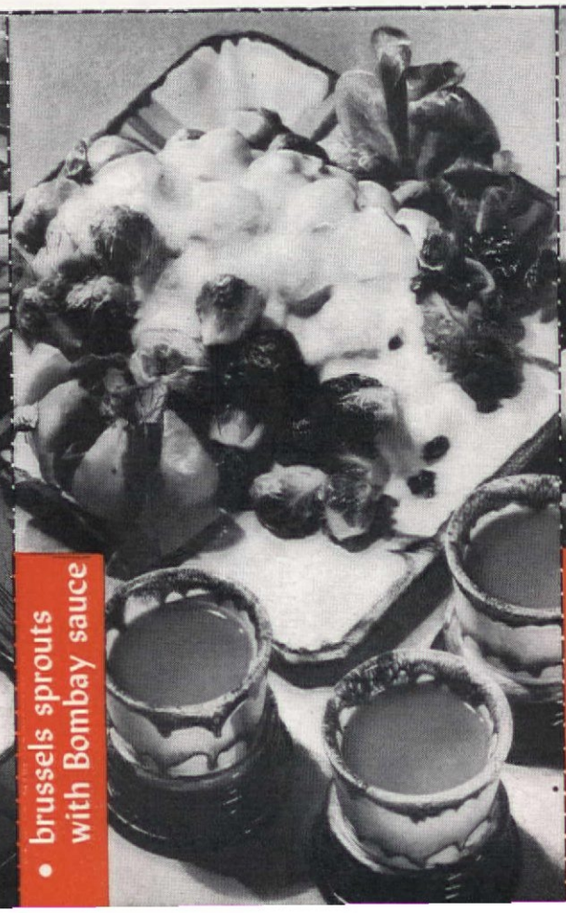
(Begins on page 70)

used, the macaroni and the sauce will be almost one in texture . . . a great pleasure to eat. Scatter buttered crumbs over and bake in a hot oven. When the crumbs are brown, the fish will be heated through. A matter of minutes only. A row of tiny parsley leaves around the fish makes this service very attractive, far too attractive to get credit for its food value and economy. When Mrs. Johns passed along this recipe she said, "It's not like most casseroles; you can see what you are eating." That was the family reason for liking it so much. The other recipe I brought home myself, reporting the formula after watching Mrs. Wiltsie make it. Mrs. Wiltsie was a newcomer to our street and had not invited me to watch, but I had never seen nor smelled finnan haddie before. She did not object as I was willing to gossip about the neighborhood.

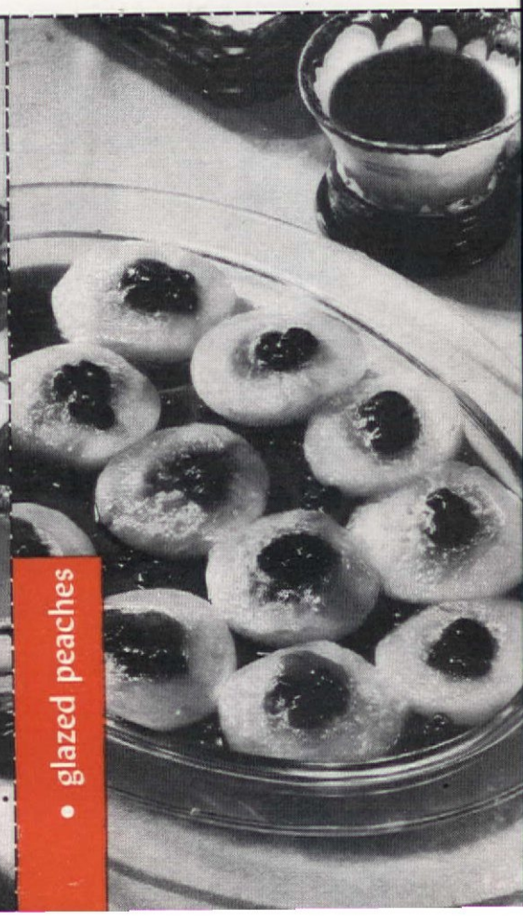
PLEASE TURN TO PAGE 74



• finnan haddie stew



• brussels sprouts with Bombay sauce



• glazed peaches

• glazed peaches

Place well drained canned peach halves on fireproof platter. Rub with melted butter and sprinkle well with brown sugar. Place under broiler heat until sugar bubbles. Fill centers with jelly, pour peach juice to a depth of ¼ inch into platter, and place in slow oven until serving time.

Tested in THE AMERICAN HOME KITCHEN

• brussels sprouts with Bombay sauce

Preparation time: 45 min.

1 qt. brussels sprouts (1½ lbs.)
¼ cup butter or margarine
1 garlic clove, minced very fine
½ tsp. curry powder
1 tbs. sugar
½ cup mayonnaise
2 tbs. lemon juice

Remove wilted leaves from sprouts and pick over thoroughly. Stand 30 minutes in cold salted water; drain. Cook, uncovered in large quantity boiling water 10 minutes, or until just tender and still bright green; drain and keep very hot.

In small saucepan melt butter, and beat in minced garlic. Add curry powder and sugar, and blend well. Add mayonnaise and beat. Place over hot water and keep hot stirring at intervals. To serve, add lemon juice, beat vigorously, and pour over sprouts. Serve immediately.

Serves 6 273 cal. per serving Source of vitamins A, C, B complex

Tested in THE AMERICAN HOME KITCHEN

• finnan haddie stew

Preparation time: 1 hr.

2 lbs. smoked haddock fillet
4 medium potatoes, pared
1 cup rich milk
1 cup heavy cream
4 tbs. butter or margarine
2 tbs. minced parsley

Divide fillet into 4 even portions. Cook whole potatoes in unsalted water until tender; remove, and reserve cooking water. Lay fish portions in potato water, and simmer, covered, from 12–15 minutes, being sure not to overcook. Remove cooked fish to serving bowl, and add potatoes.

There should be 2 full cups of cooking water after fish is cooked, if not, make up quantity. Combine with milk and cream, blend, and bring to scald. Add butter and parsley. Pour, very hot, over fish and potatoes. Serve immediately, with any preferred hard wafers or toasted pilot crackers. Serve fish, potato, and portion of milk in chowder bowl. Eat with fork and spoon.

Serves 4 615 cal. per serving Source of vitamins A, B complex

Tested in THE AMERICAN HOME KITCHEN

Pick Up a Recipe

(Begins on page 70)

I watched as she washed the fish and cut it into serving-sized portions. These she placed in a skillet and covered with an inch or so of water from the simmering potato kettle. The fragrance was wonderful. She let me taste it. The varnished brown coat, the tender, stringy texture of the white meat was a thing to talk about. While the fish simmered, she melted butter in one pan and added chopped parsley to it. In another she heated a cup of cream. When the fish was done, it was placed in a large china bowl, then topped with the potatoes after they had been turned carefully in the parsley-flecked butter. The combined fish-potato water and the cream needed a fleck of pepper, but that was all, to make it a fitting sauce. Such a dish! I did not stay to eat (I was not invited), but ran home to report vividly and accurately. We began to have finnan haddie stew whenever finnan haddie was available. It has become my special recipe.

• chilled rice cream

Preparation time: 50 min.

1 pkg. quick cooking rice or ⅔ cup rice
2 tbs. sugar
1 tsp. vanilla
1 cup heavy cream, whipped
1 cup frozen, canned or stewed berries

Cook rice according to directions on package. Add sugar and vanilla and cool, covered with a towel. Then chill. Whip cream, fold into rice and turn into freezing tray of refrigerator. Chill 20 to 30 minutes until very cold but not frozen. Spoon into dishes and top with stewed or frozen fruit.

Serves 4–6 301 cal. per serving Source of vitamins A, C, B complex

Tested in THE AMERICAN HOME KITCHEN

• broccoli with mushrooms

Preparation time: 35 min.

1 bunch broccoli
¼ cup butter or margarine
2 slices onion, chopped
½ tsp. sauce seasoning
1 lb. cleaned mushrooms, or 1 can broiled mushroom caps

Wash, trim, and cut broccoli into serving portions. Cook in rapidly boiling water just until stalks are tender. Drain well. Melt butter, add onion, seasoning, and mushrooms. Cover and simmer 5 to 8 minutes. Place broccoli on serving platter and place mushrooms on one side. Pour butter left in pan over the broccoli heads and serve at once.

Serves 4 226 cal. per serving Source of vitamins A, C, B complex

Tested in THE AMERICAN HOME KITCHEN

• cheese tuna casserole

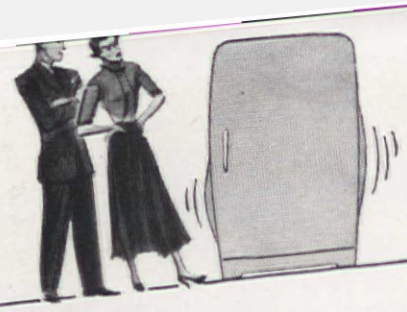
Preparation time: 45 min.

1 lb. pkg. elbow macaroni
2 tbs. butter or margarine
2 tbs. flour
1 cup milk or ½ cup evaporated milk plus ½ cup water
¼ lb. processed mild flavored cheese food
1 (6 oz.) can chunk-style tuna

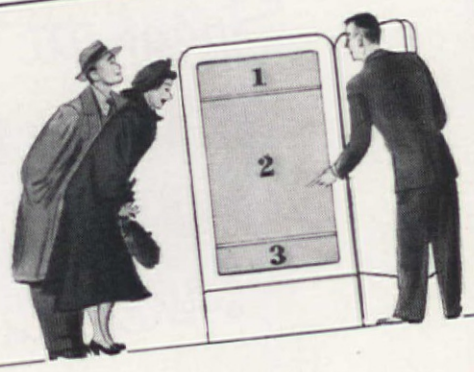
Cook macaroni according to directions on the package. Drain well. Melt butter, blend in flour, then add milk. Stir in cheese, cut in pieces. Bring slowly to boiling point, over low heat, stirring well. Place in top part of double boiler over hot water and cook until cheese is entirely melted and sauce thickened. Add a little mustard or Worcestershire sauce if desired. Drain tuna, turn from the can into center of shallow casserole. Mix macaroni with cheese sauce and pour around tuna. Sprinkle top with buttered crumbs and place in a moderately hot oven (375°F) 10 minutes, or until crumbs are browned and tuna is warmed through. Garnish with parsley and serve at once.

Serves 4–6 606 cal. per serving Source of vitamins A, B complex

Tested in THE AMERICAN HOME KITCHEN



Want all three cold zones larger in your new refrigerator?



Ask your Frigidaire Dealer to show them to you in America's No. 1 Refrigerator — the one that is different from all others!

You'll be amazed at all the extra room inside this new Frigidaire De Luxe!

Yes, Your Frigidaire Dealer will show you there's all that extra space you've always needed—up to 50% more room than before!—in the 3 cold zones of the new Frigidaire Refrigerators.

This De Luxe model, for example, holds 50 lbs. of frozen foods in the freezing cold of its Super-Freezer Chest. Nearly 2/3 of a bushel of fruits and vegetables will stay fresher, crisper in its super-moist Hydrator—protected by an additional refrigerating system of its own. In between you'll see all kinds of space for everything from fresh eggs to tall cold bottles.

But you'll see far more than extra space—more than extra conveniences. There's one thing that only a Frigidaire Dealer can show you—the difference between a Frigidaire and any other refrigerator you've ever owned or seen—the famous Meter-Miser! Look at it carefully for it's the key to the long, carefree life of your refrigerator—sealed in steel against dirt and moisture, oiled for life, so you won't have to look at it again for years and years. Yes, it's the simplest of all cold-making mechanisms—stingy in its use of current—the No. 1 reason why Frigidaire is America's No. 1 Refrigerator!

Your Frigidaire Dealer will demonstrate all 9 Frigidaire models—all backed by the experience of building 10 million refrigerating units. He will help you select the one that best fits your kitchen, your family, your eating habits. Also ask to see the Frigidaire electric ranges, automatic washer and other appliances for the home.

Look up the name of your Frigidaire Dealer today—in Classified Phone Directory: or write Frigidaire Division of General Motors, Dayton 1, O. In Canada, Leaside 12, Ont.

Listen to Frigidaire's New Lum and Abner show, Sunday nights CBS.

FRIGIDAIRE
Refrigerators

Look how the Meter-Miser works — without belts or gears, without oiling or any attention! It's the simplest cold-making mechanism of all—so easy on electric current!

Watch "Quickubes" pop right out of Frigidaire's exclusive Quickube trays. Cubes freeze fast—come out trigger-quick at the touch of a lever.

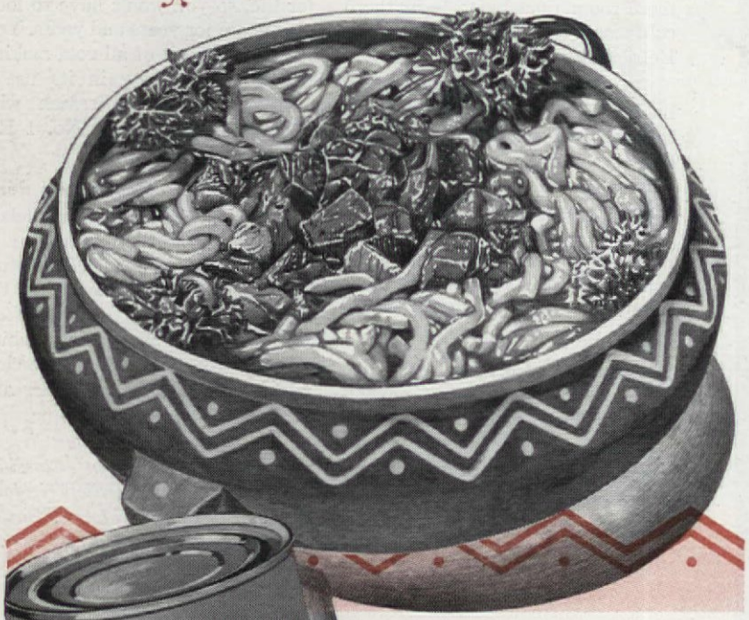
Put all your eggs in one Basket-Drawer—handy aluminum drawer that's so convenient for storing all small packages as well as eggs.

You'll like these streamlined shelves —rust-proof aluminum, clean and bright. Close-spaced bars support small items, tippy bottles.

This Heinz Spaghetti Treat is a **BARGAIN** in **GOOD EATING!**

• Mexican Spaghetti

Brown 1 cup diced cooked ham, 1 medium green pepper, chopped, and 1 medium onion, chopped, in butter. Push to one side of frying pan and heat contents of a tin of Heinz Cooked Spaghetti in other side. Place spaghetti in casserole with browned meat in center. Garnish with parsley.

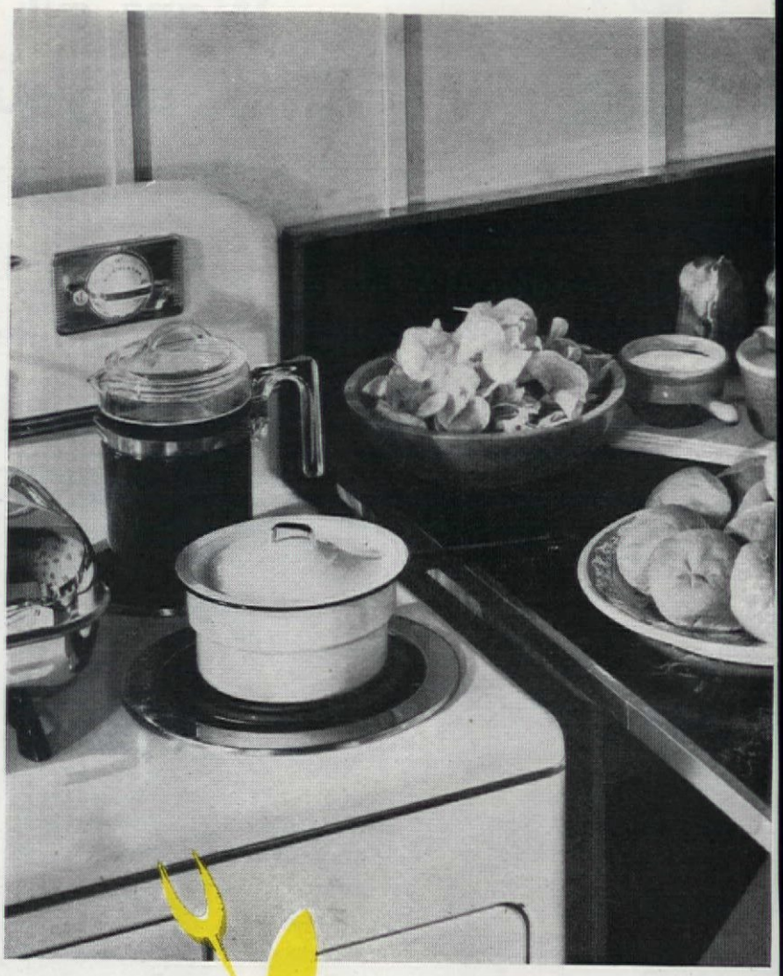


● Drenched in rich, delectable tomato sauce, tender Heinz Cooked Spaghetti is the finest money can buy. Combine it with leftovers and economy meats—for a well-balanced, wonderfully delicious budget meal!

57

HEINZ Cooked Spaghetti

You know it's good because it's **HEINZ**



Kitchen Barbecue . . .

Let the kitchen be the scene of your next informal party. Set out plates and cups and all the seasonings known to man or cupboard. Heat the broiler, set out skillets, the rolls and the pickles and potato chips. Have long-handled spoons and forks at hand, and keep the coffeepot filled. Prepare as many of the recipes on the next page as will fit the number of guests . . . and be prepared to have the house flooded with the sharp, spicy scent of meat barbecuing.

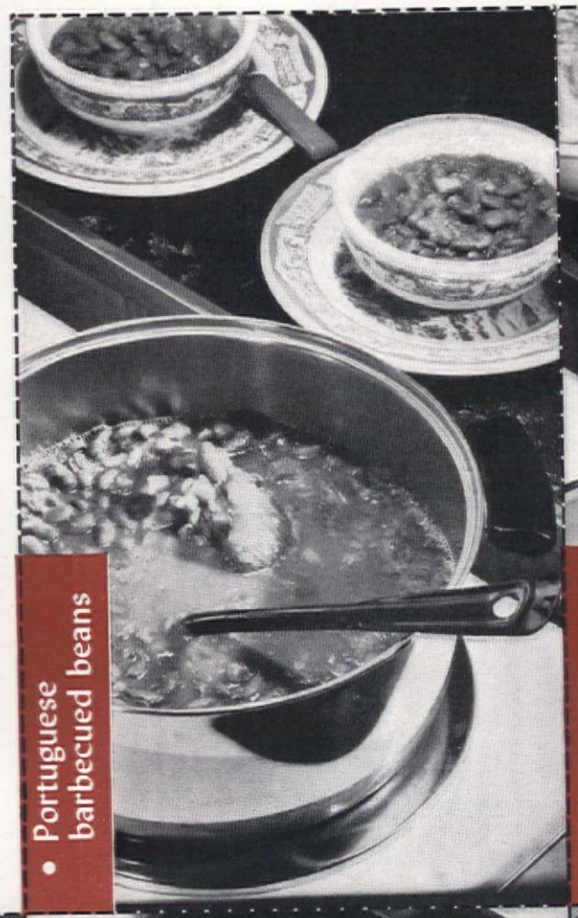
At this party the guests do the cooking. All the work of actual food preparation must be done ahead of time by the hostess, of course, in order to keep the kitchen reasonably neat and partylike. But the charming, busy work of pouring sauce over cooking meat is good entertainment. Make the most of it.

Two recipes given here will be ones to remember for the months when outdoor cooking is again possible. Just try to forget potatoes barbecue! An iron kettle or a flame-proof casserole is needed for the slow cooking that brings this dish into its wonderful flavor properties. The other dish, Portuguese barbecued beans, is every bit as different and pleasing as its name. Sharp, but not too hot, in seasoning, filling and colorful, these beans will fill that waiting period while meat sputters and cooks under the flame. As a surprise note, offer the male who prides himself on his talent for steak broiling a barbecue sauce minus tomato . . . made simply of butter, melted with a bruised clove of garlic, and hot seasonings.

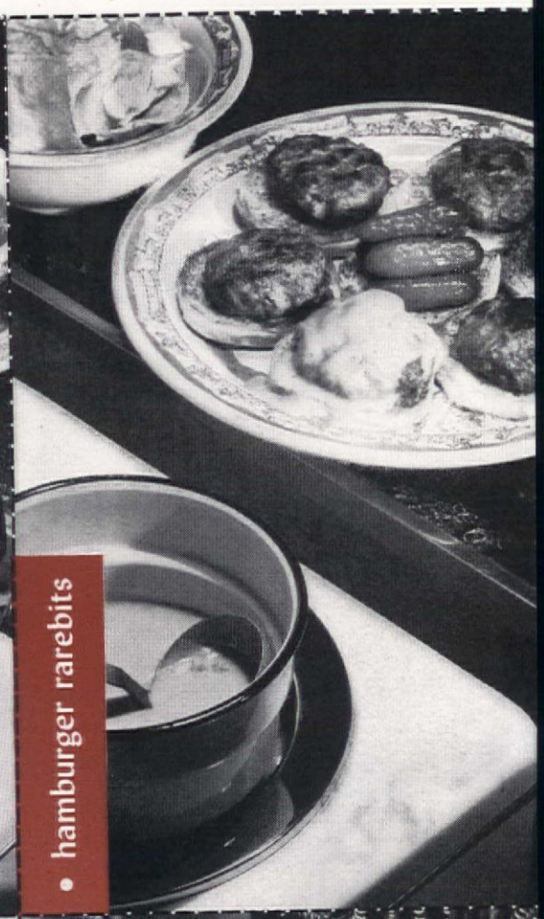
PLEASE TURN TO PAGE 78

Select one expensive and one less expensive dish to form the base of a kitchen barbecue party menu. Cheese and fruit can be the self-served dessert

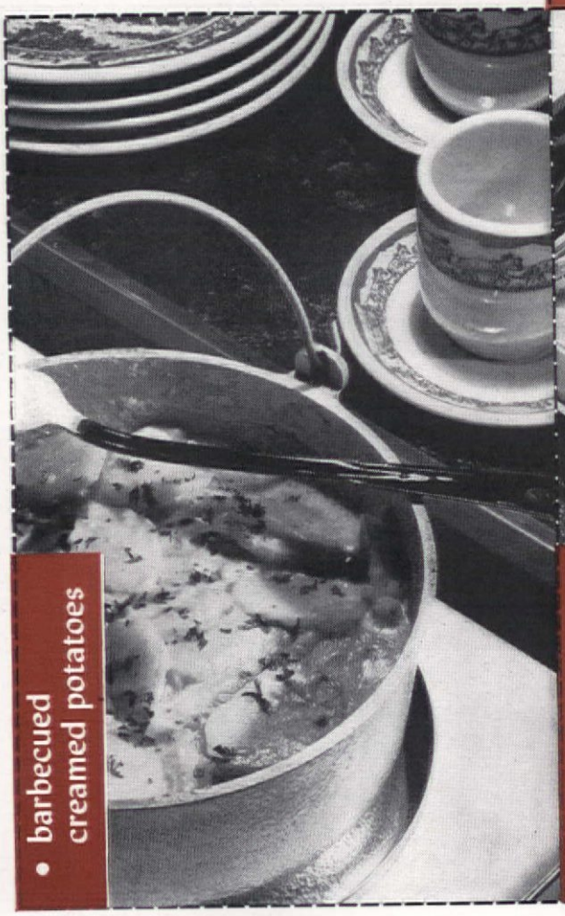
MARIE PETERS



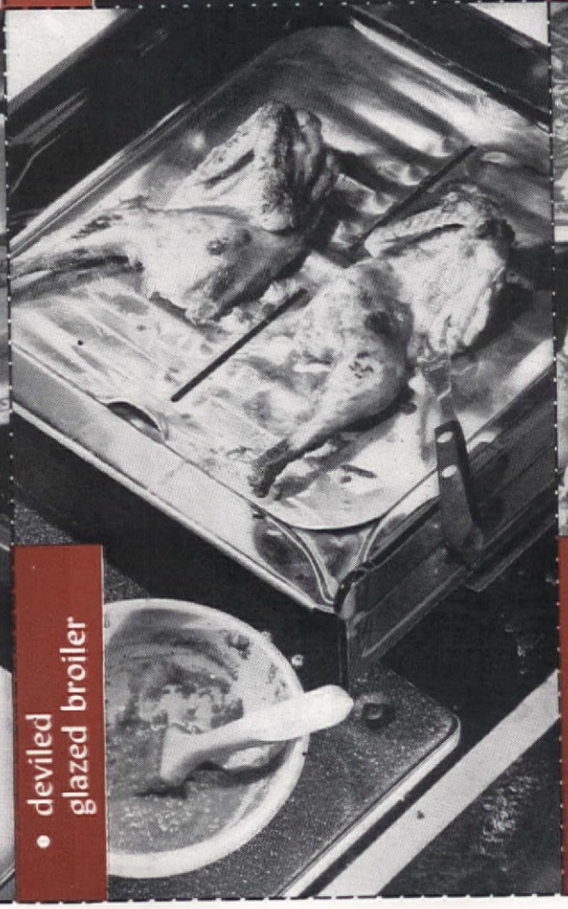
• Portuguese barbecued beans



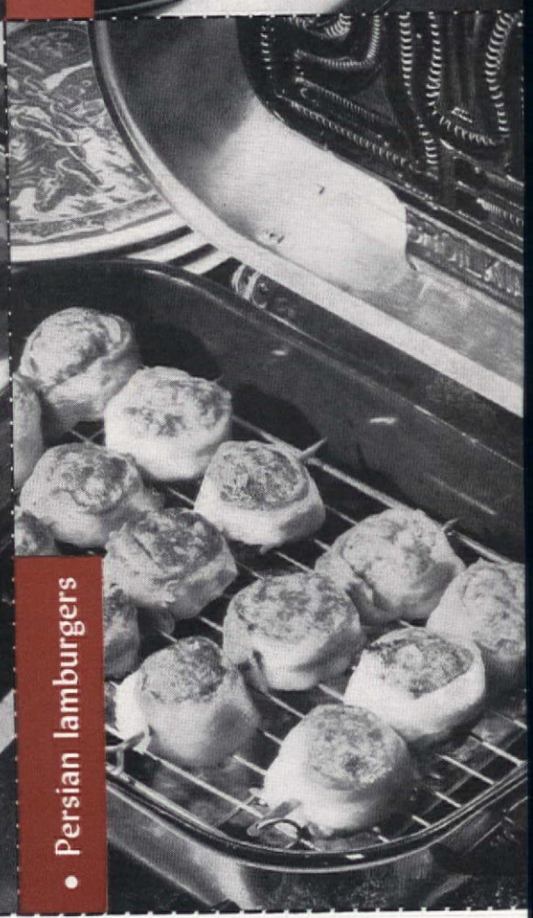
• hamburger rarebits



• barbecued creamed potatoes



• deviled glazed broiler



• Persian lamburgers

Kitchen Barbecue

(Begins on page 76)

• Persian lamburgers

Preparation time: 30 min.

2 lbs. ground lamb (shoulder)
1 clove garlic, finely chopped
1½ tsp. salt
1 tsp. pepper
3 tbs. shelled pine-nuts
¼ cup chopped parsley
1 egg
8 slices of bacon

Mix the lamb with garlic, salt and pepper, pine-nuts, and parsley. Add egg, slightly beaten and mix well. Form into round patties. Wrap each patty with a slice of bacon and secure with a small skewer or toothpick. Broil slowly and turn so that lamb is browned on both sides and cooked through but with a tinge of pink in the middle. Serve lamburgers with English mustard or with your favorite barbecue sauce.

Makes 8 patties ***291 cal. per patty*** ***Source of vitamin B complex***
Recipe submitted by James Beard
Dishes, Pioneer Trails, M. C. Wentz Co.
BroilKing, International Appliance Corp.

Tested in THE AMERICAN HOME KITCHEN

• hamburger rarebits

Preparation time: 30 min.

1½ lbs. ground beef
3 tbs. grated onion
1 tsp. dry mustard
1 tsp. salt
¼ tsp. thyme
3 tbs. cream
3 tbs. butter or margarine
3 tbs. flour
1¼ cups milk
1 cup grated sharp cheese
1 tsp. dry mustard
¾ tsp. salt
3 tbs. Worcestershire sauce

Mix the first six ingredients together and form into six patties. Grill or pan fry over the coals and place on halves of toasted buns. Pour over the following sauce: Melt butter. Add flour and stir until well blended. Add milk. Heat slowly, stirring constantly. Then cook over hot water, stirring occasionally until thickened. Add grated cheese and seasonings. (Keep warm over hot, not boiling water). Top hamburger rarebits with the other halves of toasted buns. Serve with potato chips and sweet pickles.

Serves 6 ***373 cal. per serving*** ***Source of vitamins A, B complex***
Recipes submitted by James Beard
Dishes, Pioneer Trails, M. C. Wentz Co.

Tested in THE AMERICAN HOME KITCHEN

• deviled glazed broiler

Preparation time: 30 min.

1 (2 lb.) broiler
2 tsp. grated horseradish
½ tsp. salt
Dash of cayenne pepper
½ cup chili sauce
2 tsp. prepared mustard
2 tsp. steak sauce

Prepare broiler for grill, providing one half broiler for each person. Mix together the remaining ingredients. Place broilers on broiling rack and brush well with sauce. Broil, placing inner side towards heat at first. Brush both sides of broilers with sauce when turning and continue broiling until required state of doneness is achieved (about 25 minutes). Brush well with sauce again, about 5 minutes, before removing from fire.

Serves 2 ***492 cal. per serving*** ***Source of vitamin B complex***
Recipe submitted by James Beard

Tested in THE AMERICAN HOME KITCHEN

• Portuguese barbecued beans

Preparation time: 3½ hrs.

2 lbs. red kidney beans
Dash of baking soda
½ lb. salt pork
2 large onions, chopped fine
3 cloves garlic, chopped fine
1 medium green pepper, chopped
Small ham bone
2 (8 oz.) cans tomato sauce
1–3 whole chili peppers or to taste
¼ tsp. cumin
1 tsp. Spanish ground pepper
½ tsp. chili powder
Salt if needed
Dash of cinnamon

Cover beans with cold water and soak overnight. Place beans in same water in a large kettle. Allow to come to a boil, then add a dash of baking soda and boil for one minute. Drain and rinse. Cover with hot water. Cube salt pork and brown lightly. Remove pork and cook onions, garlic and green pepper in drippings until tender. Add all to beans. Add the remaining ingredients except cinnamon. Cook in covered kettle slowly for 1 hour or until beans are partially soft, stirring occasionally. Taste for salt and add if needed. Add a dash of cinnamon and cook 1½ hours longer, or until tender.

Serves 6 ***271 cal. per serving*** ***Source of vitamins A, B complex***
Recipe submitted by Sonya Loftness
Dishes, Pioneer Trails, M. C. Wentz Co.

Tested in THE AMERICAN HOME KITCHEN

• barbecued creamed potatoes

Preparation time: 1¼ hrs.

4 large potatoes, peeled and sliced thin
1 small onion, chopped
¾ cup milk and ¾ cup cream (approx.)
1 tbs. butter or margarine
Salt and pepper to taste
1 tbs. chopped parsley
1 tbs. catsup
½ tsp. Worcestershire sauce
Dash of tabasco sauce
¼ lb. processed American cheese, finely diced
1 bay leaf

Slice potatoes thinly, directly into a Dutch oven; add onion. Barely cover with milk and cream mixture. Add remaining ingredients except bay leaf and mix. Add bay leaf last, leaving it only partially submerged. Cover and cook over very low heat for 1 hour or until the potatoes are tender. Remove bay leaf before serving.

Serves 6 ***271 cal. per serving*** ***Source of vitamins A, B complex***
Recipe submitted by Sonya Loftness
Dishes, Pioneer Trails, M. C. Wentz Co.

Tested in THE AMERICAN HOME KITCHEN

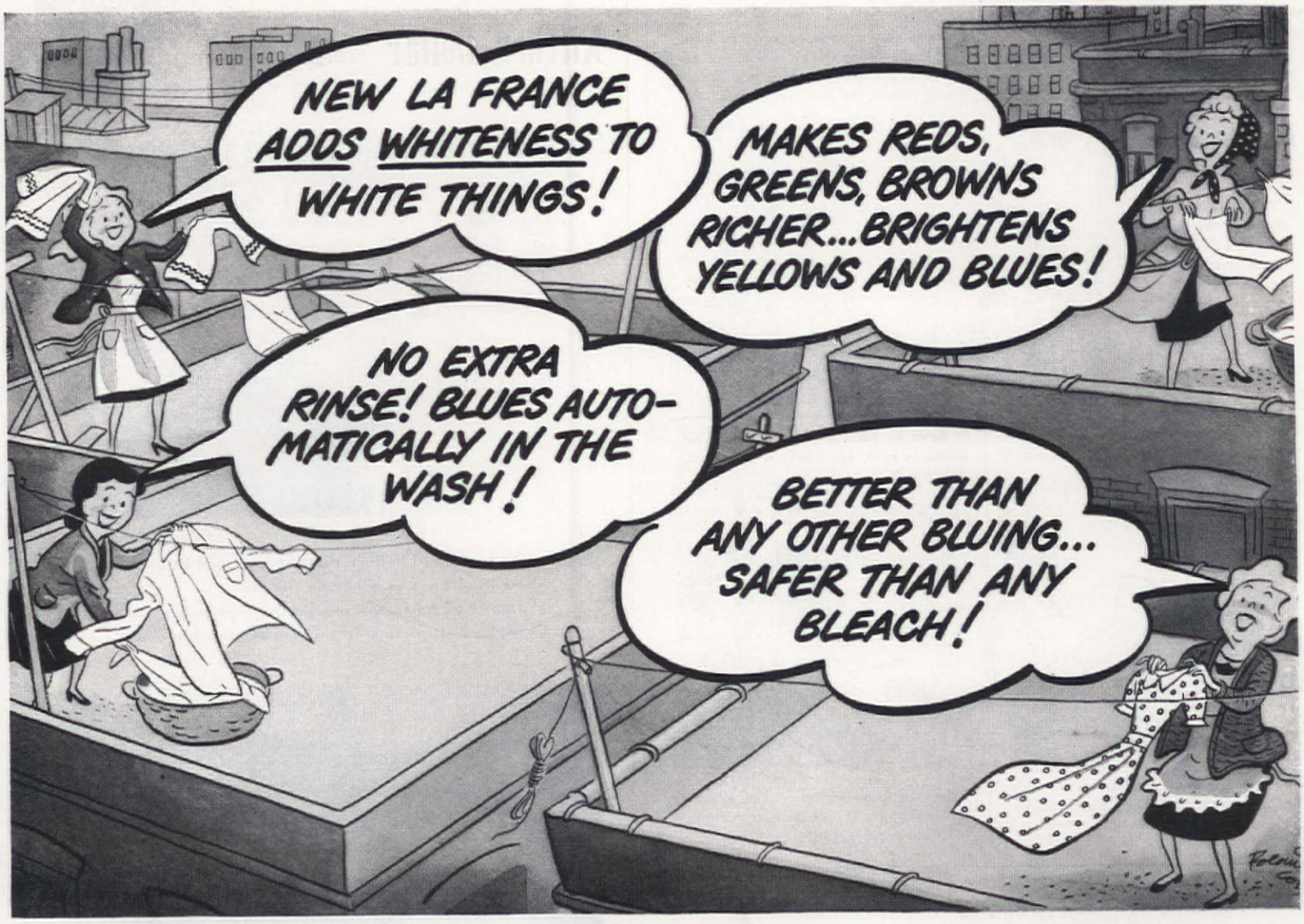
Hamburger Rarebits call for flat rolls, mustard, sweet and sour pickles, meat sauces, a huge bowl of cold slaw and, of course, coffee. But if another meat is wanted, we advise the Persian Lamburgers as fitting well into the whole combination. Just add dill pickles for flavor contrast.

Barbecued Creamed Potatoes will do very well beside Deviled Glazed Broilers. Serve a well-tossed green salad, flat rolls, split and buttered, and olives, ripe and stuffed. There is absolutely no chance of any other food being required except one cold drink and one hot one.

Portuguese Barbecued Beans should be served generously before a steak, broiled with garlic sauce, is offered. It will fill partially the great hunger that the aroma of this steak always arouses. Then have potato chips, scalloped tomatoes and plenty of crusty bread, already sliced and buttered. Coffee, lots of it, with cream, will cool off the palate hot from chili. End with hard fruit—apples or pears.

STEAK SAUCE WITHOUT TOMATO

Melted butter, a bruised garlic clove, and a generous dash of Worcestershire gets our vote



LUMINESS — AMAZING NEW

COMPOUND ADDS WHITENESS, BRIGHTNESS TO CLOTHES!

YES, LUMINESS, amazing new whitening compound now in La France Bluing Flakes, will actually add *whiteness* and *brightness* to your clothes!

Here's the amazing reason why: All white clothes are *white* and all colored clothes are *bright* . . . because they reflect light.

Luminess increases the amount of light clothes reflect...actually making white clothes WHITER and colored things BRIGHTER each and every time you wash!

What's more—La France isn't a regular bluing . . . it can't possibly streak or spot! And it isn't a bleach either . . . so it can't weaken or harm any fabric.

You can wash fast-color and white things in the same washer load or tubful. New La France with Luminess will whiten the white things and brighten the colored things at the same time.

Try new La France with Luminess next time you wash! See the wonderful, wonderful difference La France makes!

The price is amazingly low . . . all it costs is two to three cents a week.

LA FRANCE BLUING FLAKES

with whitening—brightening Luminess!

A PRODUCT OF GENERAL FOODS

Amazing new food packaging creation!

ALL MEAT WIENERS

with their own SACK OF MILD

BARBECUE SAUCE

You'll never believe it till you try them!... Delicious as fresh home-cooked, tender, juicy, full-size wieners, glorified with *mild* barbecue sauce that comes in a flavor-tight sack right in the can. Ask your grocer for OSCAR MAYER WIENERS with mild BARBECUE SAUCE.

OSCAR MAYER & COMPANY
General Offices, Chicago, Illinois

FINE MEATS
Oscar Mayer
SINCE 1883

Kitchen Dollar

(Begins on page 64)

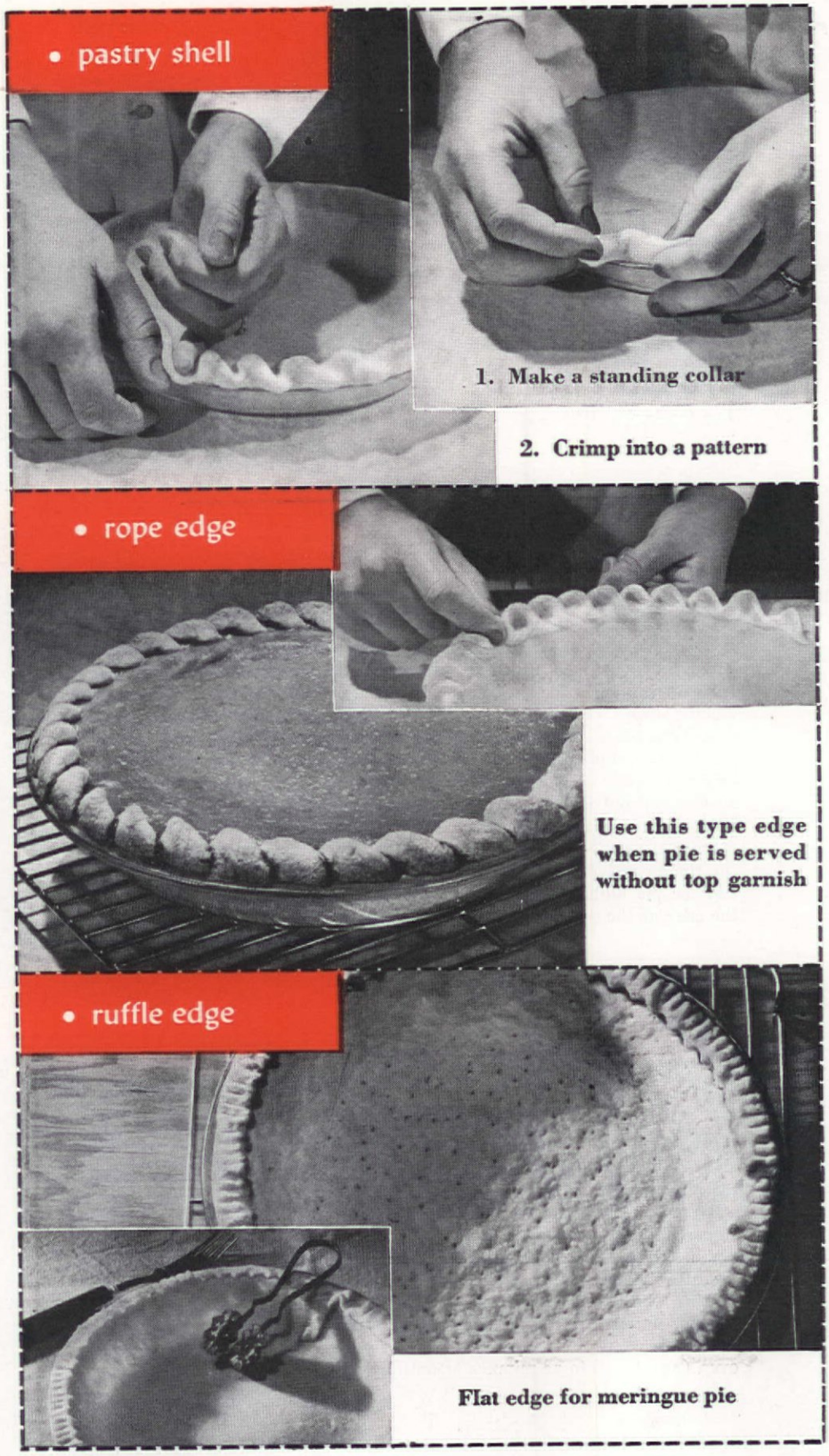
BASIC DATA for future reference

No one could believe that the cramped little room above was adequate for this family of four. Now everything is shipshape and pretty as a picture in the Voeks' new kitchen

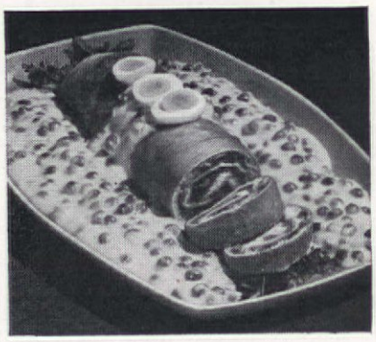
Our other kitchen was a dream long before it became a reality. Once the Voeks' future house could be visualized, they began making it a reality. Time is not an important element in their minds. They always keep one or two rooms settled as a nucleus for family living. The room when we first saw it was a bedroom—now it is a wonderful, compact, attractive kitchen. The only structural change necessary was cutting doorway. In this kitchen Mrs. Voeks has established a pivot from which one or two steps put her in position for any job at any piece of equipment. The window to the right of the range will be broken out (in the future) and a window-walled breakfast-sewing room, with a flagstone floor, added. Here again stock units have been used to advantage with wood paneling and woodwork. Mr. Voeks applied and finished all the knotty pine with a wonderful permanent mat-finish varnish; the walls will remain the same color and never will need refinishing.

TRICKS of the TRADE

A neatly trimmed double-crust rim is the basis of all pretty pie-shell edges. Mark the pattern sharply and it won't bake out



TUNA ROLL



Special for Lent!
Serve 6 for 93¢

You can serve this delicious dish just 45 minutes after you read these words! It's *that* easy to make! For mild, delicious flavor be sure to use Star-Kist Tuna—either *New Chunk Style* Grated or Fancy Solid Pack. You see, only the smaller, better-tasting, light meat tuna are packed under the Star-Kist label.

TUNA ROLL

2 cups prepared biscuit mix
½ cup milk
1 7-oz. can Star-Kist Fancy Solid Pack (or *New Chunk Style* Grated) Tuna
1 tablespoon chopped parsley
¼ cup chopped sweet pickle
2 teaspoons chopped onion
¼ teaspoon salt

Blend milk with biscuit mix (dough should be soft but not sticky; if too dry, add more milk). Roll out ¼ inch thick. Combine tuna and oil from can with remaining ingredients; spread over dough and roll. Bake on oiled pan in 425° F. oven 30 minutes. Serve with cheese sauce. Serves 6.

FREE TUNA RECIPE BOOK

Economical, kitchen-tested tuna recipes. Colorful, 24-page booklet! Write: Star-Kist Tuna, Terminal Island, Calif., Dept. 63.

Guaranteed by Good Housekeeping

Solid Pack or *Chunk Style* Grated ...Star-Kist quality is the same!

Buried under scorchy pans?

Stop sloshing around messy, scorchy pans with a limp dishrag! Get out Brillo—and clean pots and pans shiny-bright!

Shine 'em quick with

BRILLO

Quick 'n easy! That's how a spunky Brillo *pad-with-soap* works! Neat! This square metal-fiber pad *whisks off* cooked-on food and scorch. Makes your pots and pans sparkle—clean and bright as new. Use Brillo every day!

There's jeweler's polish in BRILLO!

Keep your pans gleaming as the day you bought 'em—with Brillo! Brillo soap contains polishing ingredients that jewelers use to shine their precious metals!

GREEN box—pads and cake soap
RED box—soap-filled pads

Shines aluminum fast!

TRICKS of the TRADE

Packaged pie-crust mix promises crisp, flaky tender pastry to the beginning cook . . . and gives her time to spend making the pie shell attractive

• pastry shell

2 cups sifted flour
½ teaspoon salt
⅔ cup shortening
¼ cup ice water

Mix and sift flour and salt. Cut in shortening until mixture resembles coarsely ground cornmeal. Sprinkle water, a tablespoon or so at a time on a section of the mixture and toss lightly with a fork until a ball of dough forms. Repeat until all flour has been wetted. Handle very little. Turn dough onto wax paper, press with the hands until it sticks together then wrap and chill 15 minutes. Divide into two parts. Roll one part at a time on a lightly floured board into a circle about ⅛" thick. Fit into pie pans and trim off allowing a rim ½" wide to extend beyond the edge. It is this extension rim that is used to make a fancy edge.

Yield—2—9" shells

• rope edge

When a commercial pastry mix is used to make the shell, there is time to spare for making a fancy rim. But, when a pie is intended for a party, a fancy rim is called for whether the pastry is homemade or not. A rope trim builds the shell higher than the pan and produces a full, rich-looking open-faced pie. Roll pastry to a circle ⅛" thick and place in pie pan. Trim off allowing at least ½" extension beyond rim of pan.

To make: Fold the extension rim of pastry back to form a standing collar of pastry on the rim of the pan. Hold the thumb of the right hand against the outside of the pastry collar, and make diagonal impressions from the inside, using the little finger of the right hand. Then deepen and sharpen the shell-like shapes thus produced, by pressing the edges between the thumb and forefinger. The sharp outlines will soften a bit on baking, and the pie filling will flood the hollows producing a ropelike pattern on the edge of the pie shell.

• ruffle edge

A pretty, easily made flat edge is best to use with cream pies or pies to be topped with meringue or with whipped cream. Roll pastry to a circle ⅛" thick and place in pie pan. Trim off, allowing at least ½" extension beyond rim of pie pan.

To make: Fold the extension of the pastry flat back onto itself, and trim off lightly and even with the inside edge of the pan with a pastry pinking wheel. Then press the double edge down with a fork, all around, as if sealing a double-crust pie. This will cause the little ruffles made by the pinking wheel to stand up a bit perkily. The fork marks will bake out a bit, but not much. Prick the pastry well all over the bottom and watch while baking to prick any bubbles that form on the bottom. Bake in hot oven (450°F) 10 to 12 minutes or until lightly browned. Remove and cool.

THIS IS WHAT THE HOUSEWIFE HAS BEEN LOOKING FOR.

No laying the spoon down to muss up the stove.
No letting the spoon slip into the pot.

Made in an 8 and 10 inch length with a brilliant polish. The set of 2 sent postpaid if not carried by your local dealer. In gift boxes, $1.45.

AN IDEAL GIFT FOR ANY BRIDE OR HOUSEWIFE.

A Fast Seller. — Sales People Wanted Everywhere. Order set at once and get our sales proposition.

FROHOCK-STEWART CO.
15 Harris Court, Worcester 8, Mass.

FOR EXTRA RICH BROWN DELICIOUS

GRAVY

USE KITCHEN Bouquet

Kitchen Bouquet offers the easy, never-fail way to get *extra* rich, brown, delicious gravy! Adds no artificial flavor —simply steps up true meat taste. Helpful recipes with every bottle.

Why Do Men?

ELIZABETH SMITH

Why do men love to say, "All this kitchen needs is a little reorganizing?" Any wife, hearing this remark, should throw down her dishmop, and demand to be taken out to dinner. Never let husbands start reorganizing—it will only result in your not being able to find things. The other night, while I was at class, my husband reorganized my knife drawer, so the baby (who can't walk yet) wouldn't get at it. The knives are now inconveniently on the other side of the kitchen. He didn't do the dishes; I did them when I got home!

Why do men always do the spectacular jobs? This summer my husband decided we needed a buzzer system, to communicate from upstairs to down. I couldn't see it—my lungs are as good as ever. The weather was over ninety, but he spent several happy hours sweating under the stairs, beneath the linen closet, and in the furnace room, boring holes. Finally, he installed a fine buzzer. You can now attract the attention of the person upstairs, who comes to the head of the stairs and yells down, "What do you want?"

Why do men come in and, ignoring entirely the six rooms you have just vacuumed and swept, say, "Darling, I hate to say this, but there is dust on the bathroom light fixture."

I'll tell you why: it's because men can take the long view in housekeeping. They never have to face dirty dishes which wait and wait for you. They never get bogged down in these "things you have to do" before you get to the "things you want to do."

When men decide to do a little job, they first get all the tools and lay them out meticulously (after eating a good breakfast which was prepared, then washed up by someone else). They do the job; they stop for lunch (also prepared by someone else). They clean up the job, put away the tools (maybe), and they are free—to enjoy the feeling of being handy.

And in the recreation field, why do men expect wives to take up *their* favorite sports, but turn a deaf ear to learning what the wife is able to do?

But, after all, what is marriage but an attempt at synthesis? If we were exactly alike, we'd be bored to death. We brought diverse interests together, and as a result, I've learned from him and he from me. By the time we're eighty, we'll probably think, work, and even look alike.

"My ironing is 3 times easier with Satina in my starch!"

WRITES MRS. GERARD SULLIVAN, ROSEDALE, L. I.

"SATINA GETS MY VOTE as an A-1 helper," writes Mrs. Sullivan. "It makes starched ironing 3 times easier, to say the very least. There's never any sticking."

Satina is a wonderful ironing aid that you use with boiled or unboiled starch. It dissolves easily in boiling water or the boiling starch solution.

It not only makes ironing easier, it makes clothes *smell fresher, look newer*, and stay *clean longer*, too!

FREE FULL-SIZE PACKAGE

WE'RE SO SURE *you'll* love Satina, if we can just get you to try it once, that we're offering you a *free* full-size package. Enough for 4 big starchings. Just try it and judge Satina for *yourself!*

A PRODUCT OF GENERAL FOODS

SATINA, Dept. 82, Battle Creek, Michigan

Dear Sirs: Satina sounds good to me. Now I'd like a free full-size package to see how much easier it makes *my* starched ironing.

NAME _____

STREET _____

CITY _____ STATE _____

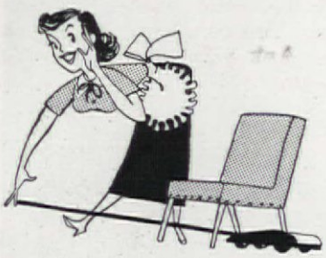
Women say: "Put SATINA in your starch! It makes starched ironing 3 times easier!"

Just Whistle...

by Bissell

When your young buckaroo upsets the ashstand on your freshly cleaned rug . . . don't scream. Run for your new Bissell Sweeper . . .

And whistle! Bissell Carpet Sweepers now have "Bisco-matic"* Brush Action for the easiest clean-ups ever!



You don't have to press down at *all*. This miracle brush adjusts itself automatically to every rug nap, thick or thin . . .

Even cleans under low furniture, with the handle held *flat!* Save your vacuum for periodic cleaning . . . use a new "Bisco-matic" Bissell® for quick everyday clean-ups. It pays!

Illustrated: The "Vanity" at $8.45. Other models from $6.45. All with "Bisco-matic" Brush Action, easy "Flip-O" Empty, and "Sta-up" Handle.

Bissell Sweepers

The Bissell Carpet Sweeper Co.
Grand Rapids 2, Michigan

*Reg. U. S. Pat. Off. Bissell's patented full spring controlled brush

for future reference

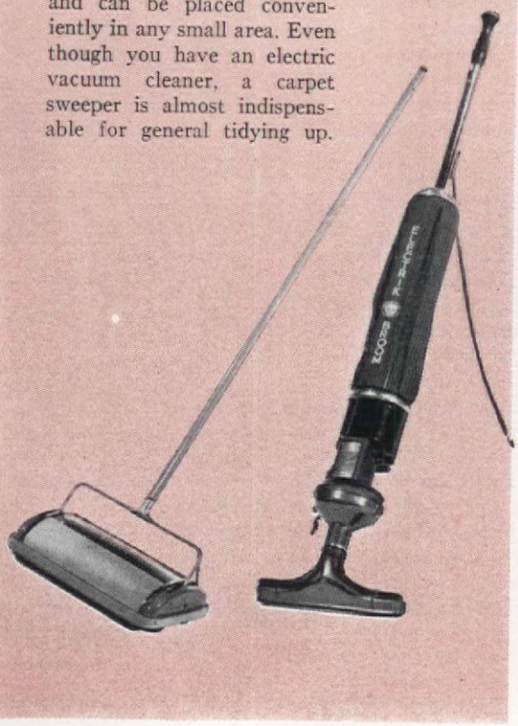
BASIC DATA

ELIZABETH FULLER

A Dust Bowl

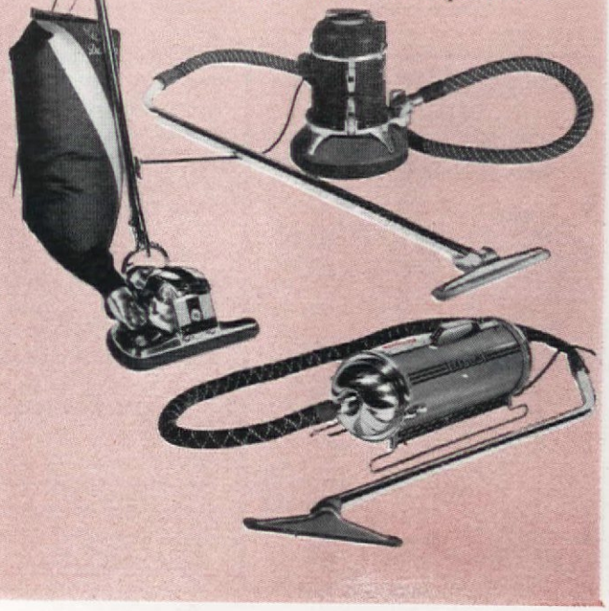
DAILY

Daily care removes surface litter and gives your house that "picked up" look all the time. Big dividends for a few minutes each day! An electric broom weighs only 6½ lbs. and can be easily carried from room to room or floor to floor. It has a hook for hanging and can be placed conveniently in any small area. Even though you have an electric vacuum cleaner, a carpet sweeper is almost indispensable for general tidying up.



WEEKLY

A thorough cleaning of rugs, floors, furniture, walls, woodwork, and draperies is essential at least once a week. Below are the three types of vacuum cleaners. The canister type shown filters the dirt through a pan of water so that no dirt escapes back into the room when it is emptied. It is important that the cleaner removes not only the upper layers of dirt but also the infiltrated dirt which is deeply imbedded and is destructive to pile fabrics.



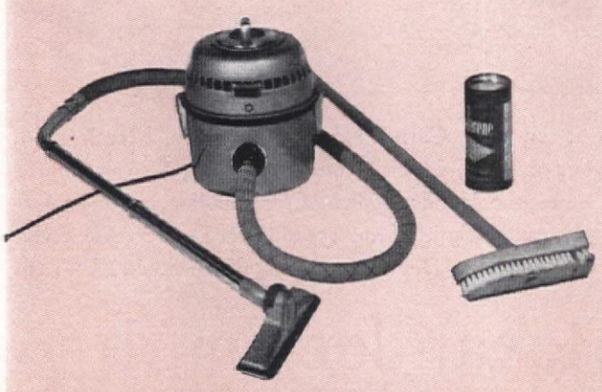
A vacuum cleaner may seem like a rather large investment, especially to the newlywed. But it is wise to take a long range view of the expenditure. A vacuum cleaner means longer life for rugs, upholstered furniture, draperies, lamp shades, and wallpaper. When you make the fullest use of the vacuum cleaner, you are also protecting your family from the hazards of dust-filled air. Almost all vacuum cleaners now come equipped with special attachments for cleaning bare floors, dusting furniture, woodwork, walls, draperies, and lamp shades, and a crevice tool that gets at hidden dirt in radiators and cracks. A new feature is a sprayer which can be used for mothproofing and applying wax. All these are in addition to rug cleaning. The dusting attachment is also fine for keeping Venetian blinds and window shades spotless and books free of dust. In fact, you can clean practically everything with the vacuum cleaner.

Before purchasing a vacuum cleaner, it is more or less wise to take an inventory of your home. If you have large rugs or carpets on most of the floor surface, then the upright cleaner with a motor-driven brush will probably be your choice, as this type is primarily for cleaning rugs, although it is also used with attachments. If you have few rugs and bare floors are a problem, then the tank or canister type will fill your need.

Is Not Economical!

MONTHLY

Now you can keep rugs from becoming soiled for a much longer period of time. This is done with absorbent rug cleaning powder. First, clean the rug with the vacuum cleaner. Sprinkle the powder over the rug or badly soiled area. Work it into the pile with a stiff brush. Do this carefully so powder won't be scattered on furniture surfaces. Leave powder on for at least one hour; overnight is better. Then remove powder and dirt with vacuum cleaner.



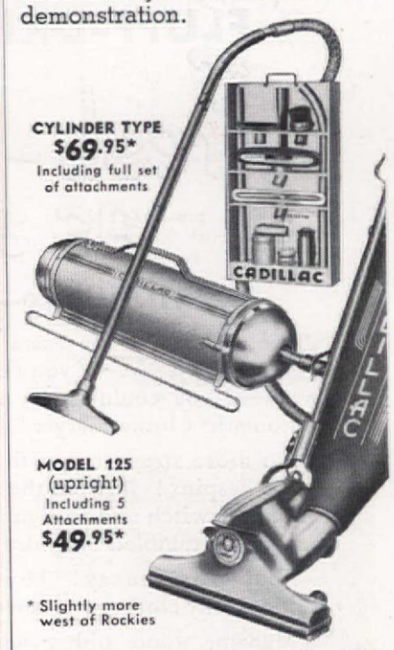
IF YOU'RE ON A BUDGET

Even if you are on a very tight budget as far as household equipment is concerned, there are good budget-priced cleaners available. One manufacturer is making a junior upright cleaner which is smaller than standard vacuum cleaner but just as efficient. A hand vacuum can be fitted into its own floor adapter for rug cleaning.

Camera Associates

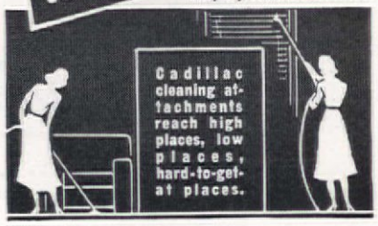
CADILLAC
GIVES YOU ALL THESE ... AND MORE

Whether you choose a dirt-hungry upright model with beating, sweeping, cleaning action... or the powerful cylinder type Cadillac, you get fast, thorough cleaning with a minimum of effort. Compare Cadillac cleaners with any other make — at any price. You can't buy better value. Ask your dealer for a demonstration.



Write **CLEMENTS MFG. CO.**
6601 S. Narragansett Ave., Chicago 38, Ill.
For name of your nearest dealer

CADILLAC VACUUM CLEANERS
Since 1911, sold only by reliable dealers.



FLUFF-DRI CLOTHES

Fresh-as a Daisy

in minutes—not hours!

Think of the extra pep you'd have—the hours you'd save—if you never had to hang out another wash—if you could dry it all *indoors* with a Hamilton Automatic Clothes Dryer!

No more struggling with heavy baskets—clotheslines—clothespins! Just put the clothes into your Hamilton, flick the switch and in a matter of minutes your clothes are gently tumbled fluffy-dry and wrinkle-free.

"But wait," you say! "How about the fresh air and sunshine on my clothes and linens? I like that. I want that."

Madam, good old Science thinks of everything! There's a powerful ultra-violet Sun-E-Day lamp in your Hamilton. It sanitizes your clothes and sweetly freshens them with genuine sunshine-and-breeze *ozone*. They smell like the breath of Spring.

How *about* that? How about calling on your Hamilton dealer? (For his name, call Western Union by number and ask for Operator 25.) HAMILTON MANUFACTURING COMPANY, TWO RIVERS, WISCONSIN.

In Canada the Hamilton Dryer is known as the Coffield-Hamilton Automatic Clothes Dryer, and distributed by Coffield Washer Co., Hamilton, Ontario.

Hamilton
Automatic
CLOTHES DRYER
GAS AND ELECTRIC MODELS

Make your own Chopping Board!

Hotels and restaurants employ labor-saving devices for preparing vegetables. But they do not have a monopoly on them. You or your husband can make a vegetable chopper for your own kitchen with a few simple directions.

The picture on page 87 gives an idea of what the finished product is to look like. Secure a three-quarter inch board and saw it into a piece about 15 inches long and four or five inches wide. Plane it off and give the board a good scrubbing. For a more finished product varnish it. Next, cut another piece of board about 12 inches long and two inches high and nail it on the first board for a backing. Then find a knife . . . preferably one that is worn and thin. File off the point and drill a hole in the blade about an inch from the end. Finally attach the knife to the side of the backing (be sure blade will fall square on the board) with a washer and a screw. A screw holds the knife better than a nail, and the knife can be removed easier when it needs to be washed or sharpened.

That's all there is to it. You have a chopping board that works like a charm for celery, carrots, lettuce, onions and spinach. It's small enough to store in a drawer or leave out on the back of the kitchen table. It will save you hours of time and it will keep your cutting thumb from much abuse.

want
home fashions
Help?

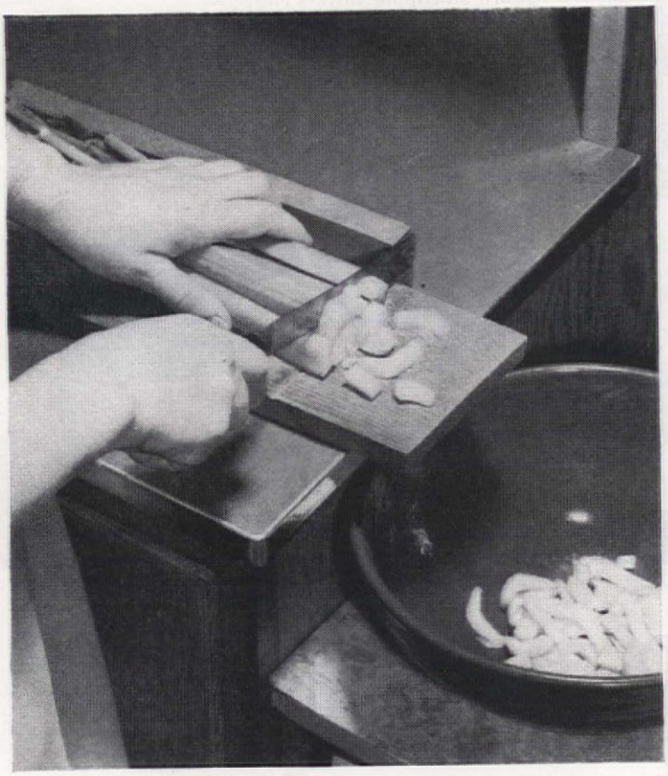
You'll find it at the 1949 Carpet Fashion Openings, March 1-10. Watch for your favorite dealer's announcements. Also write for "Colorama," beautiful color-idea book by Clara Dudley, famous color-consultant for Alexander Smith. Send 25¢ to Clara Dudley, Alexander Smith & Sons Carpet Co., Dept. AH-8, 285 Fifth Ave., N. Y. 16.

Alexander Smith
FLOOR-PLAN RUGS 1845 BROADLOOM CARPETS

©1949, Alexander Smith & Sons Carpet Co.

Data from Cornell University College of Home Economics

Simple, inexpensive, this made-at-home cutting board deserves a prominent place in the time-saving kitchen



Bacon to drain? Lay the slices on clean, absorbent ScotTowels. Grease sinks right in—*fast!* Bacon is crisper, more delicious.

Want less rubbing and scrubbing?

Keep stubborn stains off linen towels by using ScotTowels for drying pots, mopping up spills, draining lettuce. Delightfully pliable, soft, absorbent—yet *strong*—ScotTowels really *dry*. 150 to a roll. Scott Paper Co., Chester, Pa.

"ScotTowels" Reg. U.S. Pat. Off.

...FEEL SO NICE—YET WORK SO HARD!

You'll be happier with a HOOVER®

Whichever type you prefer

No other cleaner has ever matched a Hoover in getting deep-down grit, keeping colors bright, prolonging rug wear. It makes life easier for the woman with cleaning to do. Now Hoover offers you the greatest possible choice—two basic types, four great models. Nothing can match a Hoover. That's why you'll be happier with it! Why wait?

MODEL 50 (*above*). *Hoover's cylinder cleaner. Cleans by powerful suction. Easiest-to-use cleaner of its type. Many features including exclusive Dirt Ejector. End and top carrying handles. Complete with cleaning tools in handy kit, – Mothimizer and sprayer...* **$79.50**

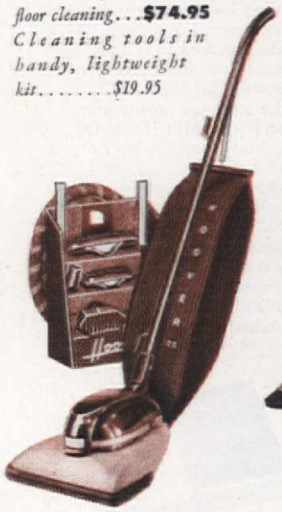
MODEL 28 (*below*)... *Hoover's popular-priced Triple-Action Cleaner—it beats, as it sweeps, as it cleans. Instant conversion for above-the-floor cleaning...* **$74.95** *Cleaning tools in handy, lightweight kit.....$19.95*

Get happier today

Call your Hoover dealer for a home showing of the model you prefer.

The Hoover Company

North Canton, Ohio
Hamilton, Ont., Canada
Perivale, England



MODEL 115 (*left*). *Hoover, Junior. Newest, lightest Hoover. Ideal for small homes, handy for all homes. Low, light, neat and trim. Cleans far "bigger" than its size. A Hoover through and through. It beats, as it sweeps, as it cleans.....* **$59.95**

Cleaning tools extra.

● ***NOTE:*** **See the new Hoover Iron at leading stores everywhere. $11.45, including excise tax.**

Enjoy your silver

WITHOUT POLISHING!

Your silverware can't tarnish in a Pacific Silver Cloth chest, bag, roll, packet, wrap or buffet drawer. You save work for a lifetime. You get more pleasure from owning new silver, and old silver is more fun to use often. Both flatware and hollow ware are kept always bright and ready for instant use. Whether used daily, for entertaining, on or off vacations, or after years of storage, silver shines like magic!

That is why famous brands of sterling silverware usually are offered with a Pacific

Silver Cloth container. So is high quality silver plate in the beautiful modern *Invitation* pattern by Gorham illustrated here. Such high grade silver and Pacific Silver Cloth naturally go together. When you buy new silver, look at the chest, bag, or roll for the Pacific Silver Cloth label. It means quality.

Avoid imitations. Pacific Silver Cloth is an exclusive product of Pacific Mills. It contains millions of particles of silver in a non-visible compound which absorbs the tarnishing elements in the air so they cannot reach your silverware. Why spend money or laborious hours on abrasives or other tarnish remover *unnecessarily?* Buy a chest lined with Pacific Silver Cloth ($6 and up), or a bag, roll or wrap ($1 and up) today at your leading local jewelry or department store (silverware, houseware, notions . . . yard goods in piece goods depts.); or see your furniture dealer for Drexel dining room furniture with Pacific Silver Cloth compartment. Write us today for literature and name of dealer. Pacific Mills, Dept. D3, 214 Church Street, New York 13, N. Y.

In a tarnish test* conducted by the United States Testing Co., Inc., only spoon A, protected by Pacific Silver Cloth, retained its original sparkle! The other spoon, though wrapped in so-called "anti-tarnish" cloth, nevertheless did tarnish as shown.

*Test No. 96514, June 30, 48 (photos absolutely unretouched)

PACIFIC Silver Cloth

REG. U.S. PAT. OFF.

ACTUALLY PREVENTS TARNISH

Mr. and Mrs. Peto and Marjorie with Sunderland pitcher, first piece sent by Miss Peto to parents from overseas when she learned of their interest in collecting old pitchers. Picture below shows five of rare all-copper lusters collected

FLORENCE PETO
and MARY E. MONZE

War-Born Hobby

How is a hobby born? For Mr. and Mrs. Joseph Peto of West Englewood, New Jersey, it all started in 1942 when their only daughter Marjorie, an American Army nurse stationed at the time in Oxford, England, sent a present home to her parents. To them, as to many families during the despairing years of World War II, there came a new poignancy to the words, fear, heartache, loneliness. The gift from overseas, aside from virtue in itself, was welcomed with tearful rejoicing—it bridged a dangerous sea and brought the absent one nearer. The next letter said: "I bought the pitcher in the Queen's Hotel while on a few days leave in Penzance; the woman in the hotel shop was hesitant about selling it to me saying it was so old she doubted if my mother would be pleased. Can you imagine a shopkeeper at home talking like that? In a crowded train I rode in complete blackout to London and again to Oxford with the treasure in my lap; people climbed over me all the way and, if my pitcher had been broken, someone would have muttered: 'Sorry, Mate!' There is no paper over here, and it will take a bit of scrounging to find a container and wrappings in which to send it home."

Standing eight inches high, the cherished pitcher

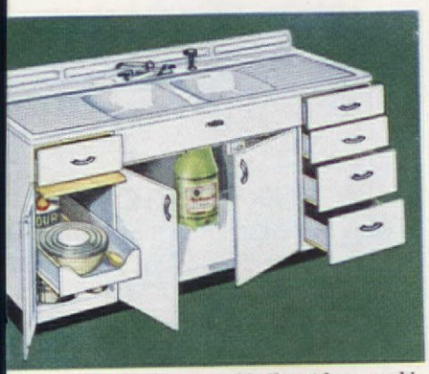
PLEASE TURN TO PAGE 90

First pitcher in group, "Coffee" luster with bird handle. Large one Wedgwood—classical white figures on luster

Beginning with small pitcher.
1—Purple luster-leaf design.
2—Starch blue, silver resist.
3—Splash, rose, purple and gold.
4—Copper luster on cream

Photographs by F. M. Demarest and Acme

New low-cost magic for your dream kitchen



56-inch Kitchenaider-Mullinaider combination is tops in value. Note twin-bowls and drainboards. Acid-resisting, porcelain enamel top. Ample work-space and storage; sound-deadened floors; handy cutlery drawer. Mullinaider electric garbage disposer makes it easy to fix meals and clean up after them. Fits all Kitchenaiders.

LET'S imagine this lovely Youngstown Kitchen is yours. (You know, *it can be!*)

And when it is, revel in this thought: You'll be free forever of the garbage pail and all its messiness.

The kitchen shown has a 48" Kitchenaider cabinet sink with a Mullinaider electric garbage disposer —Youngstown's newest kitchen magic. It grinds away your food scraps before they can accumulate, and whisks them safely down the drain.

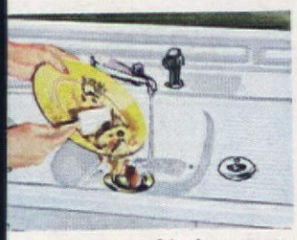
And that's only *one* endearing quality of these lovely, white-enameled steel beauties. You've storage space galore, with everything right where you need it for fixing meals, washing dishes and clearing up.

The price? Remember this—every Youngstown Kitchen is an arrangement of *standard* units, produced by the world's *largest* makers of steel kitchens. That's why they cost so little!

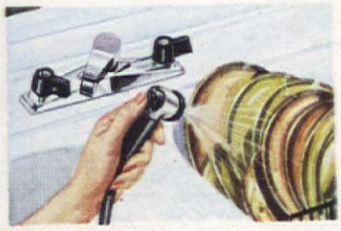
Ask your Youngstown dealer to help you plan a kitchen suited to your needs—or to install a Mullinaider in the Youngstown Kitchen you may already own. If you're building, specify Youngstown.

MULLINS MANUFACTURING CORPORATION
WARREN, OHIO
World's Largest Makers of Steel Kitchens

Youngstown Kitchens
BY MULLINS



Grind away kitchen waste with the safe, sanitary Mullinaider! Garbage is washed down drain. No mess, no fuss. Ask for free home demonstration.



Dishwashing's easy with swinging faucet and speedy rinse spray that reaches all parts of acid-resisting, porcelain enamel sink-top. Fine for cleaning vegetables, too. See your dealer.

SEND COUPON TODAY!

GET THIS EXCITING BOOKLET!
20 pages featuring beautiful Youngstown Kitchens in color. Full details on Youngstown units and tips on arranging a new kitchen. Enclose 10c to cover mailing cost. No stamps, please.

Please send me your Youngstown Kitchen booklet. I enclose 10c in cash.

I plan to remodel ☐
I plan to build ☐
I want Free Home Demonstration of Mullinaider ☐

Youngstown Kitchens
Mullins Manufacturing Corporation
Dept. A-349, Warren, Ohio

NAME _____ (PLEASE PRINT)
ADDRESS _____
CITY _____ ZONE _____
COUNTY _____ STATE _____ ★

To learn the name of a nearby dealer, call Western Union by number and ask for Operator 25.

The Pride and Joy of Happy Millions!

Almost every woman falls in love with Revere Ware on sight. It is so rich looking, so beautifully designed. But the real joy comes when you first try these Copper-Clad Stainless Steel utensils. Revere "waterless" cooking seems to make foods taste so much more delicious while retaining their precious vitamins and minerals. Revere utensils are so easy to use—they save time and fuel because they heat up so quickly and evenly—they need so little watching—they're so easy to keep looking ever-new.

The purchase of Revere Ware is a good investment no matter what your budget may be, for the extra-thick copper bottom makes it practically indestructible. (We have never heard of a piece of Revere Ware wearing out.) There's a complete line which includes skillets, sauce pans, double boilers, sauce pots, Dutch ovens, coffee percolators. Truly, Revere Ware is just what you want. Buy it. To make sure you get it, look for the trademark in the thick copper bottom.

REVERE COPPER AND BRASS INCORPORATED
Rome Manufacturing Company Division
Rome, New York

Hobby

(Begins on page 88)

Top of page, close-up of Sunderland pitcher. Next, handsome Irish copper luster, enameled. Below, pink luster. 1795

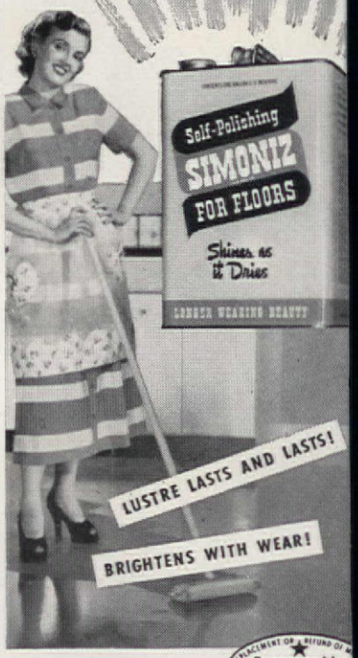
of pink and copper luster bears, on one side, a transfer picture of symbolic, pastoral group and the legend: God Speed the Plough. The other side depicts the Iron Bridge over the Ware at Sunderland and bears an inscription and the date: 1796. Under the spout is the well-known "house" design, and a band of pink luster roses encircles the rim.

In a sort of first-child complacency the pitcher now centers a collection of copper, gold, rose, purple, splash, silver and silver-resist pitchers; all have collector qualities and their winking lusters are reflected in the mellow mahogany of an 18th century chest on which they stand.

At first the Petos found it a pleasant diversion to hunt for other pitchers to keep the newcomers company, but the collecting infection is as insidious as that nagging urge which affects a luke-warm golfer after he has made his first good shot. The in-

AMAZING SELF-POLISHING SIMONIZ FOR FLOORS

OUTSHINES THEM ALL!

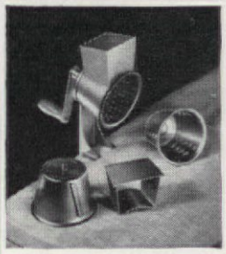


For linoleum, finished wood, asphalt or rubber tile and terrazo floors.

Guaranteed by Good Housekeeping

THE SIMONIZ COMPANY, CHICAGO 16, ILL.

It Does 3 Things!



Shreds . .
Grates . .
Slices . . .

THE "TRI-GRATER"
Three Kitchen Utensils In One!

Shreds—grates—slices! Fine for shredding vegetables, cheese, bread, crackers, nut-meats, etc. Makes dainty sliced dishes—cabbage, carrots, cucumbers, onions, etc. Equipped with "Food pusher". No danger of cutting fingers. Seamless rotors—easy to clean. Ideal for gifts and bridge prizes. At your dealer's or mailed postpaid $4.45

West of Rockies 20c extra

Guaranteed by Good Housekeeping

Circular on request

DETROIT METAL PRODUCTS, Inc.
1603 E. 10-Mile Rd., Hazel Park, Mich.

easy **GRAVY MASTER** thrifty
makes gravy taste and look good too!
EVERY BOTTLE SHOWS HOW—TRY IT

YARN Free Samples and Directio
All wool 2-3-4 ply Knittin
Yarns. Rug Yarns. Unexcelle
quality; lowest prices.
Buy Direct—Save Money
Bartlett Yarn Mills, Box 13, Harmony, Main

Do you want your silver to sparkle? Write for our folder "Household Uses for Baking Soda."

ARM & HAMMER
OR COW BRAND
BAKING SODA
BOTH PURE BICARBONATE OF SODA
CHURCH & DWIGHT CO., INC., 10 CEDAR ST., NEW YORK 5, N.Y.

NO WASHING + NO DRYING + NO BREAKAGE + NO HELP OR HUBBY NEEDED FOR DISHES +
PAPER PLATES
Save You Plenty

—for EASTER CAKES SHOWERS and BIRTHDAY
(in two Sections)

8x13 inches, Genuine Cast "Lustre Alum Ware"

BEAUTIFUL CAST ALUMINUM LAMB MOLDS $3.95 postpaid

Frosted and sprinkled with cocoanut, raisins for eyes, etc. Children and adults delight in it! Lady Baltimore recipe in exact proportions included.
Bunny Mold $3.95, Heart $2.95, Krumkake Iron $4.95, Ebleskiver Iron $3.45, Rosette Iron $1.49 — Postpaid
MAID OF SCANDINAVIA CO., Dept. P, Linden Hills
P. O. Box 3035, Minneapolis, Minnesota
C. O. D., if requested, is approx. 25c extra.

Be Sure it's a DAZEY
Form a DAZEY CHAIN of kitchen products
• CAN OPENER • KNIFE SHARPENER • JUICER
• ICE CRUSHER • BLEND-R-MIX • NUT CRACKER

Hobby

(Begins on page 88)

nocent recipients of the old Sunderland pitcher failed to realize that the disease was to become incurable!

They began to haunt antiques fairs, antiques shops, and auctions; they visited museums, bought books on ceramics, handicrafts, and blew the dust off their long-neglected history books. Items secured from the estates of noted collectors set a high standard. The very old (1810) reeded pitcher, pink luster, and the Wedgwood one of copper luster with white relief, are from the Martha Fiske estate. The smaller starch blue and silver resist and the silver-resist creamers were once in the collection of the late George Horace Lorimer. Sometimes a rumor that a private family is "parting with" heirlooms brings collectors on the run.

"Such a will-o-the-wisp usually ends in disappointment," declares Mrs. Peto; "everyone loves a bargain but it happens once in a blue moon. In the long run quality has to be paid for—and quite right." The speaker waved toward a corner cabinet in the dining room; it was filled with antique china, cups and saucers which had come from famous collections.

The first group of pieces from the Peto collection, shown on page 88, are the all-copper luster pitchers. The first, only five inches high, has a dark green band and gold decorations. The two small ones have raised enamel flowers. The fourth is brilliant gold-toned copper, decorated in starch blue, with mask spout and human figure handle. The last in the group is handsomely decorated with a starch-blue band and raised design.

The first of the second group is English "coffee luster" with bird handle and has cream-colored band with raised flowers. Two copper and pink luster creamers are only two inches high. The next, dated 1810, is a Wedgwood piece with classical white figures on copper luster. The fifth, of gold-toned copper luster, is a classical urn shape with enameled flowers.

Four unusual pitchers comprise the final group on this page. The first is a small purple luster one with leaf, squirrel and butterfly design. The next is a rare piece of starch blue and silver resist with a bird design. The third one is splash, rose, purple and gold luster—five inches high and rare. The last is cream pottery decorated with enamel and copper luster.

At the top of page 90 appears the first piece in the collection, the "Sunderland" pitcher. Next is an Irish copper luster piece with enameled flowers. The third, a pink luster pitcher, is dated 1795. Reeded, with house design in reserves, the inside of this piece is age-cracked.

The first two pitchers at the top of page 92 are of silver resist and age-cracked inside. Last one of this

Easy Recipe

Fruit Meringue Squares

Fruit cocktail makes party dessert of yesterday's cake!

2 egg whites
Few grains salt
¼ cup granulated sugar
6 3-inch squares plain cake
2 cups drained canned fruit cocktail
Whipped cream for garnish

Beat egg whites with salt until stiff but not dry. Gradually beat in sugar. Spread top and sides of cake squares with meringue, building up sides slightly. Bake in slow oven (300 degrees F.) 20 minutes or until lightly browned. Cool. Heap well-drained fruit cocktail on top of meringue. Garnish with whipped cream if desired. Serves 6.

Fruit for dessert (below): wonderful way to top off a hearty meal or party-up a simple luncheon. Just open a can of cool, luscious fruit cocktail...and serve! No peeling, dicing, mixing. The work's all done, and you've never tasted a more superb blend of fruit flavors. Rich, golden California cling peaches, pineapple, pears, cherries, grapes. Five delicious fruits, best known as a "first course" but now used in dozens of new and different ways:

As fruit sauce on waffles, thrifty puddings, cake, cereals, ice cream. In tarts, pies, cobblers, gelatin molds, salads. For basting ham. Next time the recipe calls for fruit, try canned fruit cocktail. It's five times more tasty!

Copyright 1949, Cling Peach Advisory Board

Check the label—Choose your favorite brand of
Canned Fruit Cocktail from California
In glass or tin • wide variety of can sizes

Invite new Beauty into your Home **WITH NEW**

IMPERIAL WASHABLE WALLPAPERS

You'll greet the latest colors and lovely patterns of the 1949 Imperial *Washable* Wallpapers with enthusiasm. Every room will respond to their delightful freshness with a beauty you hadn't realized was there. Each paper is "Color-Locked"—guaranteed for 3 years to withstand room exposure without fading, and to clean satisfactorily in accordance with instructions in every roll. Look for the silver label that says *the finest in wallpaper.*

Jean McLain's "Color Harmonizer" has an important place in your decorating plans. Send 25¢ for a copy of this inspiring booklet. Imperial Paper and Color Corporation, Dept. A-51, Glens Falls, N. Y.

Hobby

(Begins on page 88)

First two pitchers are of silver resist and are age-cracked inside. The second is pheasant-patterned. Third, Staffordshire, pink luster on white

Two small Staffordshire teapots with enameled flowers and birds. Crabstock handles and spouts. Initial "L" on large piece, one of "Paris" dinner set

Unique Meissen ware with bird mouth spout. 1780. Cauliflower design by Thomas Whieldon. 1770. Rare Lowestoft piece. Flower and scroll decorations

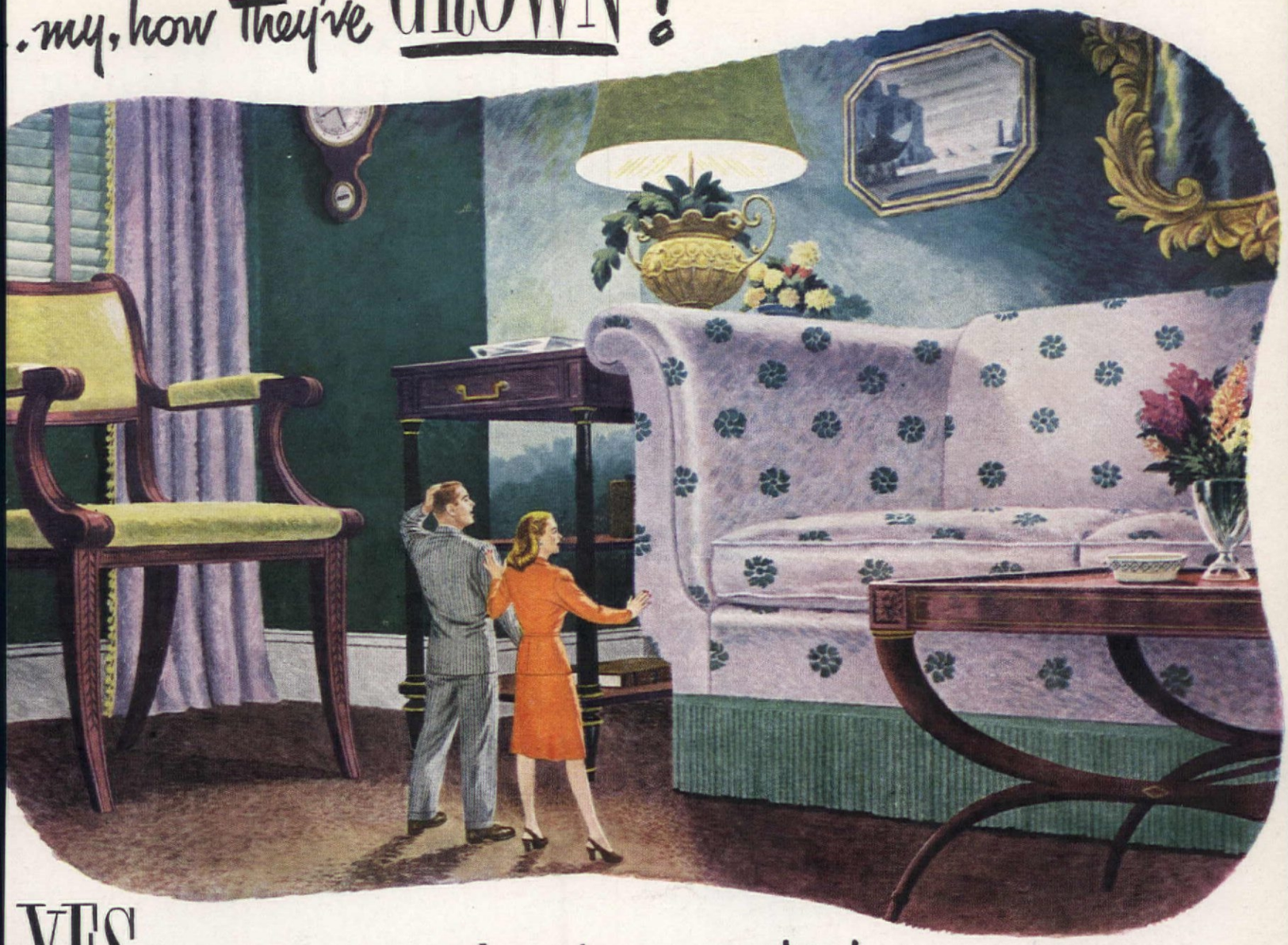
group is pink luster on white pottery with hunting scene in relief—brilliant oak-leaf coloring.

The last two groups on this page show the Petos' six prize teapots. Large one in the first picture, called "Paris," has rose and blue flowers and the initial "L" standing for a family name. The two small ones (1785) are salt glaze and Staffordshire polychrome; globular shaped, they have enameled flowers and birds and Crabstock handles and spouts.

The final picture shows a 3½ inch Meissen teapot (1780), decorated with animals in relief. It has a rose finial on the cover and a bird-mouth spout. The center piece, known as "Cauliflower," is of green and brown glaze, age-cracked inside and attributed to Thomas Whieldon (1770). Last one in this group of teapots is a Lowestoft and has sprays of flowers in reserves and mosaic scrolls in characteristic red-violet on white china.

Soon after D-day, Marjorie's hospital unit moved into Normandy. They were restricted to short trips to Granville on the sea, to dirty Cherbourg, or to Mont-Saint-Michel. Tiny shops that huddled along the approach to the ancient Benedictine abbey offered souvenirs. The nurses were browsing happily when a porcelain patchbox turned up. It was beautifully painted and bore on its base a Sèvres mark. Like the Sunderland pitcher, it was destined to form the nucleus of a collection. Other patchboxes of French and German origin rival the first, but because the Sèvres box arrived in America at a time when loving reassurance gave a lift to loneliness, it remains the favorite.

...my, how they've GROWN!



YES... you are richer than you think

If you had to replace your home furnishings today—should fire destroy them—you know that you'd have to pay far more for them. Have you enough fire insurance to cover these higher values, in case of loss?

You know how prices of nearly everything in your home have gone UP-UP-UP. For example: the sofa that may have cost you $100 when you bought it easily could cost you *double* or more today, if you had to replace it after a fire.

The same holds true of almost everything else you own—your clothing, your kitchen equipment, your linens, your valuables.

Wouldn't you be wise to talk with a "North America" Agent and find out how little it costs for *enough* fire insurance to protect what you have?

Remember . . . while most things today are *high priced*, fire insurance still is one of the biggest low-cost bargains in the family budget!

HE STANDS BETWEEN YOU AND LOSS!

Your Insurance Agent is your protector... working in your interest. He helps you select the right kind of protection ... personally sees to it that you get prompt, just claim settlement if you have a loss.

1792 PROTECT WHAT YOU HAVE

INSURANCE COMPANY OF NORTH AMERICA COMPANIES, *Philadelphia*

Insurance Company of North America, founded 1792 in Independence Hall, is the oldest American stock fire and marine insurance company. It heads the "North America" Companies which meet the public demand for practically all types of Fire, Marine and Casualty insurance. Sold only through Agents or Brokers.

rance Company of North America • Indemnity Insurance Company of North America • Philadelphia Fire and Marine Insurance Company • The Alliance Insurance Company of Philadelphia

Old Colony furniture

"Home-Planned" with a view to your future

YOU'LL like the friendly, traditional air of hospitality which Old Colony brings to your home. As the years go by, you'll appreciate more and more its lasting comfort, fine woods, and honest craftsmanship. Best of all, is the way Heywood-Wakefield's "Home-Planned" designs look ahead—to make sure of continuing harmony as you add to the living room, dining room and bedrooms of your growing home. You'll find real decorator's magic in the way the exclusive "Winthrop Maple" finish goes so well with such a variety of decorative treatments. Do see Heywood-Wakefield Old Colony at your store specializing in fine quality furniture.

HEYWOOD-WAKEFIELD
EST. 1826

Yes, old Colony is designed to bring pleasant harmony, luxurious comfort and distinguished beauty to dining and bedrooms as well as living room!

Make Your Home Express You As You Want to Live

Ready for you now is this helpful new book by Gladys Miller, prominent decorating consultant! 24 colorful pages of practical furnishing and decorating ideas—how to mix-match traditional furniture with modern accessories—how to make the most of the sensible "Home-Planned" Old Colony designs throughout your home. Mail coupon with 25¢ for your copy today.

Heywood-Wakefield Company, Dept. AH3
Gardner, Mass.

I enclose 25¢ for my copy of your new decorating book, "Old Colony Furniture" by Gladys Miller.

Name.....

Address.....

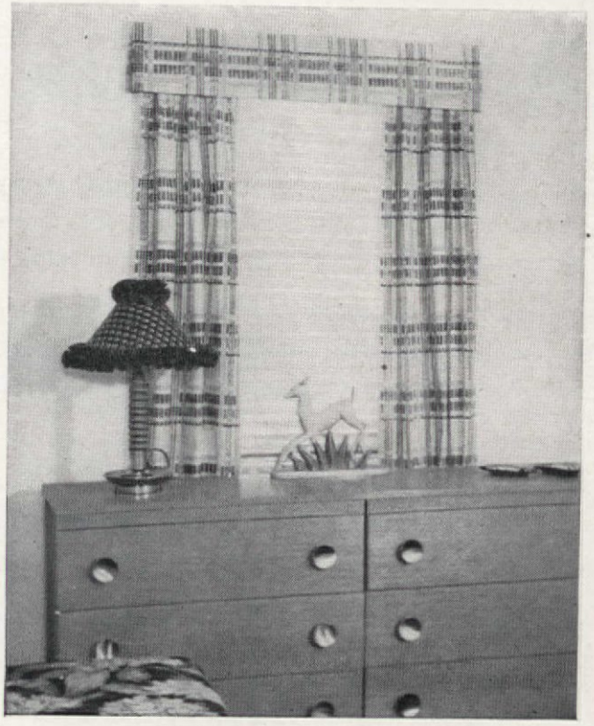
City.....State.....

Decorator Tricks

Paper drapery ideas, Helene W. Andrews; photographs, Wm. G. Stephenson

Robert C. Cleveland

Cheerful note for spring is a green-quilted valance against red and green wallpaper in the home of Mr. and Mrs. Wertheim of Los Angeles. Architect is Elsa Bussard; decorator, Herbert Cordier



To give paper draperies that professional look, try whipping up a cornice from a cardboard carton. Cut a strip of cardboard the width of the window, plus a 2" fold-back at each end. Cover with paper

Short of space? Don't despair!
This HIDE-A-BED makes 2 rooms out of 1!

If you're plagued by the problem of finding more sleeping space, there's a happy answer at your furniture or department store—the beautiful Hide-A-Bed,* a product of Simmons craftsmanship! By day, it's a decorator-styled and tailored sofa, covered in rich, long-wearing fabrics. By night, it becomes a big *double* bed that sleeps two in perfect comfort—on a genuine, *full-size, full-thickness* Simmons innerspring mattress. Now you can have an "extra bedroom" and new living room beauty, too! That's Hide-A-Bed, made only by Simmons! See it before you buy *any* sofa bed! See it today!

One, two! and your Hide-A-Bed opens, ready for sleeping. Simmons constructs it so cleverly that you can leave bedding on it, fold it away already made up! No other sofa bed is so solidly constructed—so handsomely tailored—with such mattress comfort!

See how it opens! You can get into your Hide-A-Bed from either side. And here's good news—you can have the famous Beautyrest mattress in any Hide-A-Bed you choose! $198.00 and up, depending upon style, cover fabric, and mattress you select. (Slightly higher west of the Rockies.) Budget terms.

A STYLE FOR EVERY TYPE OF ROOM

Claremont

Modern

Lawson

New Yorker

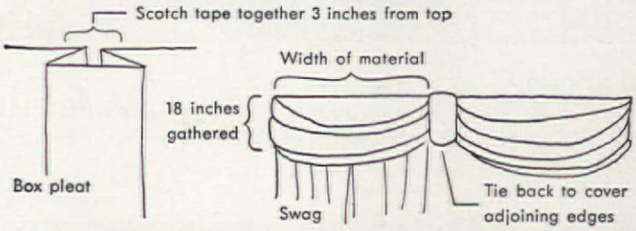
Only SIMMONS makes HIDE-A-BED

ALSO FROM THE HOUSE OF SIMMONS—the greatest name in bedding: Beautyrest—America's "luxury comfort" mattress. Electronic Blanket—a new defense against colds. Deepsleep Mattress—a fine Simmons mattress at a lower price. Babybeauty Crib Mattress—made to doctors' specifications. Ace Spring—the modern spring for the modern mattress.

COPR. 1949 BY SIMMONS CO., MDSE. MART, CHICAGO, ILL.
*TRADE-MARK REG. U. S. PATENT OFFICE

Decorator Tricks (Begins on page 94)

Paper draperies look like the real McCoy if you add a swag. For this effect, accordion pleat a full strip about 18" wide, attach at each end and at middle with Scotch tape



For a valance, cut paper drapery to desired width, make pleats about 2½" wide with 2½" between each pleat, and fasten with Scotch tape. Attach to cornice or curtain pole

Kohler 60″ Wilshire Sink, *of rigid, non-flexing iron with acid-resisting, easy-to-clean enamel surface. Double drainboard, full-length ledge and two roomy basins provide maximum working convenience.*

WELL-PLANNED FOR SPACE···AND TIME

THE modern designs and lovely colors of Kohler fixtures, created for planners of beautiful and practical bathrooms, represent knowledge and artistry acquired in 75 years of manufacturing experience, 75 years of doing things well. The Times Square Bath, admired for its beauty, has a convenient corner seat and is capacious for splash-free tub or shower bathing—yet is so compact (4x4′) that it frequently allows extra closet room. The Tuscan tint is adaptable to a wide variety of decorating schemes.

Kohler quality means years of reliable service, at no extra cost. You'll find it in the lustrous, glass-hard, easy-to-clean surfaces; in the bath, with its base of non-flexing iron, cast for rugged strength and rigidity; in the precision-made, chromium-plated brass fittings, including the Triton shower with Niedecken mixer illustrated; in durable vitreous china fixtures, such as the Jamestown pedestal lavatory with its convenient graceful design.

Visit your Kohler dealer for help in selecting bathroom, washroom, kitchen or laundry fixtures. Write for illustrated Booklet A-13, Kohler Co., Kohler, Wisconsin.

KOHLER OF KOHLER

PLUMBING FIXTURES • HEATING EQUIPMENT • ELECTRIC PLANTS

"I started a One Woman Revolution

. . . to bring you this New and Easy way to Select Wallpaper!"

"Years of fighting with ordinary wallpaper sample books made me mad! Instead of helping me find what I wanted, they confused and hindered me . . . forced me to search through hundreds of disorganized samples . . . *without any assistance* . . . in hopes of finding two or more patterns which 'go together' in design and coloring.

"That's why I started a one-woman revolution to take the guesswork out of wallpaper selection!

"I took my idea to the world's largest manufacturer of fine wallpapers. Together, we developed a completely new, expert way for any woman to select perfectly blended wallpapers.

"Now you can quickly, easily find *related* wallpapers which harmonize with your rugs, draperies and furnishings . . . period or modern.

"Never before in all my years of professional decorating experience have I seen an easier, simpler aid to every woman faced with decorating problems."

HERE'S HOW IT WORKS . . .

THE EXCITING NEW NANCY WARREN STYLE SELECTOR shows you gorgeous new washable and fadeproof wallpapers, specifically selected and grouped in related patterns and colors. You simply start with one basic color or pattern of your choice . . . then see up to 8 different wallpapers which blend or contrast perfectly! You see them all at once, too, side by side in this exciting new NANCY WARREN STYLE SELECTOR . . . just as they will appear on the walls of your home.

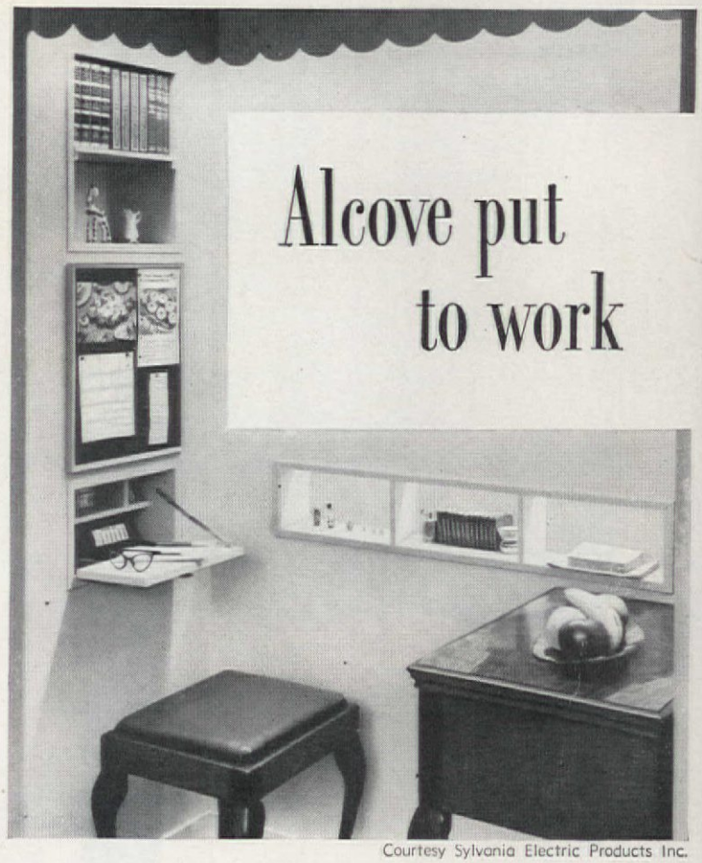
Each Nancy Warren Wallpaper is numbered, referring to the helpful new Selector Chart which gives Nancy Warren's own suggestions for the use of each paper . . . plus a complete decoration plan for your particular problem.

Don't put up with outdated, hit-or-miss methods of selecting wallpaper! Ask your dealer for the new NANCY WARREN STYLE SELECTOR to find just what you want . . . in the finest wallpapers ever created to glorify your home.

Dealers listed in your Classified Phone Book—under "Wallpaper."

The new Nancy Warren Style Selector

Alcove put to work



Courtesy Sylvania Electric Products Inc.

Planning area has scalloped cornice concealing single-lamp fluorescent fixtures, shielded by ribbed frosted glass. Niches on back wall illuminated by concealed 30-watt fluorescent lamp

As sewing alcove, more light is required. Fixture on ceiling directs additional light onto sewing machine with minimum of shadows on work surface. Perimeter lighting furnishes general illumination

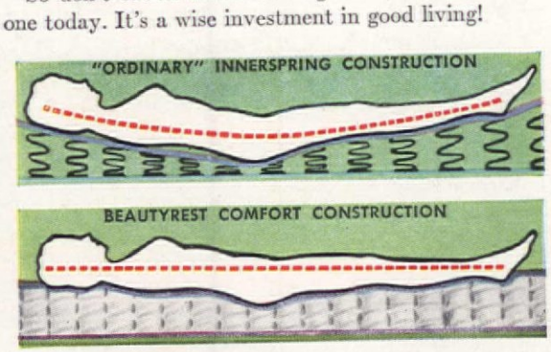
QUESTION: *CAN I AFFORD A BEAUTYREST?*

ANSWER: *CAN YOU AFFORD ABOUT 1½¢ A NIGHT?*

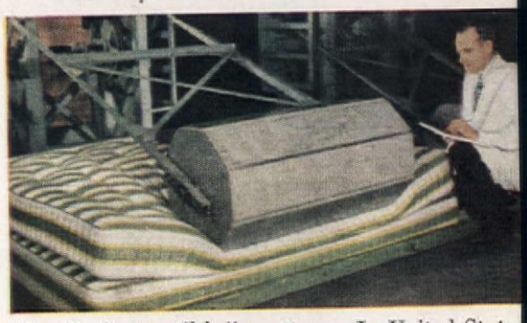
d you ever look at it this way? Is a penny and a night too much to pay for the healthful, re-ng *luxury rest* Beautyrest gives you?
lions of Beautyrest owners say it's worth *more!* re's the simple arithmetic of it. Beautyrest costs only $59.50, and it's guaranteed for 10 years. Divide 10 years by $59.50—and it comes out to *only about 1½¢ a night!*

So don't dream about owning a Beautyrest. Get one today. It's a wise investment in good living!

eautyrest water-glass test. Glass stays ly, even when surrounding springs are pressed n. Here's why: Each Beautyrest coil spring is *in-lually pocketed.* Springs can't touch each other, t force each other down. Result: *No hollows.*



3. See the amazing difference! "Ordinary" mattress springs are wired together, can pull each other down—often causing uncomfortable *sag.* But Beautyrest springs are *not* tied together. They *can't* sag! They "give" in the right places. Result: *luxury rest!*



The "indestructible" mattress. In United States Testing Co. laboratories, a 275-lb. roller pounded Beautyrest 740,744 more times than any other mattress tested. The score: Beautyrest lasts *over twice as long* as the next best mattress tested!

Beautyrest stays beautiful for the life of the mattress! No-sag edges and pre-built border protect its trim lines. Coils are built in to mattress' edge, giving you mid-mattress comfort right out to the edges

*Only SIMMONS makes BEAUTYREST**

ALSO FROM THE HOUSE OF SIMMONS—the greatest name in bedding: Hide-A-Bed—the sofa that doubles as an "extra bedroom." Electronic Blanket—a new defense against colds. Deepsleep Mattress—a fine Simmons mattress at a lower price. Babybeauty Crib Mattress—made to doctors' specifications. Ace Spring—the modern spring for the modern mattress.

*TRADE MARK REG. U. S. PATENT OFFICE. COPR. 1949 BY SIMMONS CO., MDSE MART, CHICAGO, ILL.

"*Personally,* I prefer Columbia Venetian Blinds," *she said*

Many a home decorating expert has made that remark to young couples starting to furnish, to settled folks wanting a change for the better. The reasons are easy to understand:

- Columbia's decorative, rich-looking appearance makes you proud to own them.
- Columbia's enamel-coated slats (aluminum, or steel) are a joy to keep spotless.
- Columbia's satin-smooth working parts, completely enclosed in the handsome headbox, are superbly efficient, long-lasting.
- Columbia's "famous-fourteen" colors fit harmoniously into any color scheme, any furniture period.

The name "Columbia" on these Venetian Blinds is our promise of a product you'll be proud to own. Why not stop in to see these fine blinds at your nearest Columbia Authorized Dealer—the leading department and furniture stores and shade shops in your town.

Columbia VENETIAN BLINDS
WINDOW SHADES • LACE NET CURTAINS • LACE DINNER CLOTHS

THE COLUMBIA MILLS, INC. • 428 SOUTH WARREN ST. • SYRACUSE 2, NEW YORK

Closets are expansible!

LUCILLE SYLVESTER

In these days of unobtainable dwellings, a person lucky enough to have a home is not likely to look a gift apartment in the closet. The fortunate householder will subject her domain to thoughtful scrutiny and investigate its possibilities.

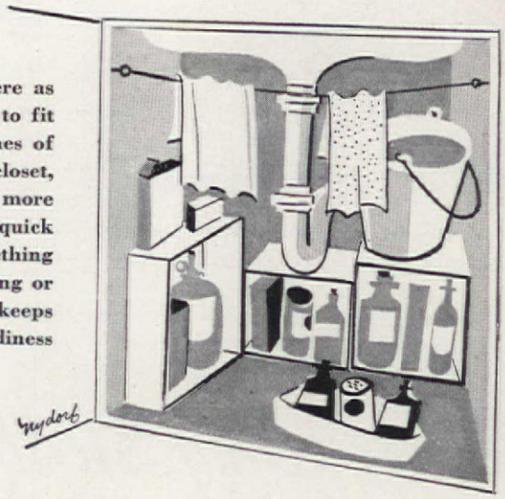
Taken in by its gleaming white enamel and chromium, my friends exclaim over my "bijou" of a kitchen. Two small cabinets, comprised of five short shelves and a sink cupboard, sum up all the storage space the tininess of the room permits.

I converted the back door into a cleaning closet. One long shelf over the doorway takes articles infrequently used. Another long shelf below one of the cabinets exposes the makings of the morning coffee or afternoon tea. Two small shelves near the sink house the cookbooks and juicer, soaps and cleansers.

But, how to arrange with a maximum of availability and a minimum of breakage, a dinner service for eight, salad, fish, and candy dishes, assorted glassware, in a cabinet of two small shelves?

The lofty altitude of those shelves was a total waste. I doubled the capacity of my closet by installing two additional shelves, but to attach shelves to the metal sides of the cabinet was impossible. So I had two shelves cut of strong glass. To hold up each, I inverted at the corners and in the center, six tall and sturdy glasses. Yes, I converted altitude into latitude.

One section of the undersink cupboard has sturdy wooden boxes, nested to contain those large and cumbersome utensils so dear to the homemaker

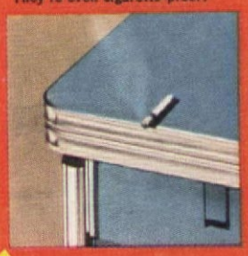


Right sizes were as hard to find as to fit in the confines of the undersink closet, but oh! how much more orderly. For that quick swish when something spills, a string or aluminum line keeps the cloth in readiness

a lesson in ighthearted housekeeping

Clock and calendar say Winter, but here's a room that sings of Spring! It's a Daystrom room—and wouldn't you know it, with that look of livable luxury! Such easy elegance too! The table top is Daystrom's own plastic, satin-smooth, but hankering for hard wear. Washable Duran upholstery, blossom-bright, is mounted on superbly styled *electroplated* chrome. (By the way, this hospitable table welcomes six, has an extension that zips in for a full foot of extra seating space.)

DON'T WORRY! All Daystromite table tops are laminated plastic—resist heat, scratches, stains! They're even cigarette-proof!



Look at the cook's nook! It doubles as a dinette, a desk area, or a durable work table. Not even hot casseroles or acids can mar that bright beauty of the plastic table top. It swishes clean—in a jiffy—with a damp cloth. (So, by the way, will the chrome-plated surfaces!) All Daystrom furniture is designed for hard wear, easy care, and modern, lighthearted livability. At furniture and department stores everywhere. Be sure it's Daystrom. You can have Daystrom dinette sets from $49.95* to $149.50*.

-it's DAYSTROM furniture!

Furniture for casual living—featured by stores from coast to coast

Daystrom Corporation, Olean, N. Y. • Daystrom Pacific Corporation, Pasadena, California

**Prices slightly higher in West and South.*

DAYSTROM

AN ASSOCIATE

How to make a room Dream come true!

BRAND NEW DRAPERY BOOK TELLS HOW...only 10¢

Itasca's "Dream Room"—Featuring dusty pink walls, with curtains, bedspread and dressing table of lovely pastel blue Itasca material, all set off by a fluffy white shag rug.

TAKE a few yards of smart Itasca material . . . take a few hours of your time . . . then take a look . . . there's your DREAM ROOM! That's how easy it is to have a bedroom, living room or *any* room of your heart's desire—and Itasca's Homemaker's Inspiration Book tells you *how*. A treasure house of homemaking ideas, it has 32 pages with over 100 illustrations. Gives a full description of the DREAM ROOM . . . gives ideas galore for making drapes, bedspreads, slipcovers, shag rugs, place mats and scores of homemaking ideas. Gives tips on tie-backs, valances, pleating. It's a big bargain—a big inspiration—and it's yours for only 10¢!

Save ½ or more on DRAPERIES and SLIPCOVERS!

You save up to 50% on Itasca's beautifully woven, quality-made materials because you buy direct from the mill at factory prices. You choose your handsome Itasca materials from samples right in your home, making selections from colors and unusual designs in basket weaves, homespuns, woven stripes. You buy at low, low prices.

Extra! 20 Drapery and Slipcover Fabric Samples

GET 20 generous samples of the newest Itasca materials *at no extra cost*. See them, feel them, price them and you'll *want* them! Send just 10¢ for your Homemaker's Inspiration Book and your 20 samples showing a variety of the many Itasca weaves and colors will be included with your book.

PUT THIS COUPON IN THE MAIL TODAY!

Itasca Weavers Guild
Dept. B-23, Itasca, Texas
Gentlemen:
Please send me Itasca's Homemaker's Inspiration Book and 20 Samples of Itasca fabrics. I enclose 10¢.

Name _____
Address _____
City _____ Zone _____ State _____

ITASCA WEAVERS GUILD, Itasca, Texas

More Closet Ideas

Data: Adele Murphy, Decatur Alumnae Club

If your shelves are the bane of your existence, these portable, self-supporting mezzanine shelves are like an answer to a prayer. They give extra space where it is needed. Guard rail at ends prevents articles from sliding off

The shelves are equally adaptable to the food storage cabinet, giving double space where needed, yet not interfering with the full vertical space occupied by tall bottles. Made of unpainted wood, available in three sizes

Bring new comfort, new pleasure into your home with COLOR DYNAMICS!

With COLOR DYNAMICS you can make every room in your home glow with new life and beauty. (PHOTO COURTESY OF BETTER HOMES AND GARDENS)

Pittsburgh COLOR DYNAMICS will show you how young ideas in home decoration give a thrilling new slant on living

A NEW LOOK for your home can often make it lovelier to live in as well as lovelier to look at. Pittsburgh COLOR DYNAMICS makes it easy for you to combine fine paint with modern, scientific ideas in decorating to give fresh zest and sparkle to your home life.

• **Science has shown** that colors possess energy which affects and influences people. This energy varies with different colors. That's why some colors inspire and stimulate, others soothe and relax, still others depress and irritate. With Pittsburgh COLOR DYNAMICS you can employ this energy for best results in painting. It permits you to measure your home accurately for the colors it should have.

COLOR DYNAMICS helps you to select the colors best suited for the use and light exposure of every room. You can choose with certainty exciting up-to-the-minute colors, wake up dull, drab rooms, add to the comfort, pleasure and well-being of your entire family.

• **And when you use** Pittsburgh Paints you can make these new color arrangements look better longer. New SUN-PROOF House Paint retains its gleaming brightness longer than ever before. Oil-base WALLHIDE covers nearly any surface thoroughly with one coat. FLORHIDE adds lively, durable beauty to wood or cement floors. WATERSPAR Enamels give new sparkle to furniture, woodwork and metal trim.

Give yourself a real treat this spring. Wake up your old, tired-looking home. Dare to be different and gay! Paint *right* with COLOR DYNAMICS—paint *best* with Pittsburgh Paints.

You can be sure of choosing exactly the right color arrangement to make your bedrooms more restful and comfortable when you paint the COLOR DYNAMICS way. (PHOTO COURTESY OF THE MENGEL COMPANY)

You can buy enough top quality Pittsburgh Paints for the outside of the average 5-room house for $35.

Free Booklet on Color Dynamics

Ask your Pittsburgh dealer or store for a FREE copy of our new booklet, "Color Dynamics for the Home." Or send this coupon.

Pittsburgh Plate Glass Co., Paint Div., Department AH-39, Pittsburgh 22, Pa.

Please send me a FREE copy of your new Booklet, *"Color Dynamics for the Home."*

*Name*_____

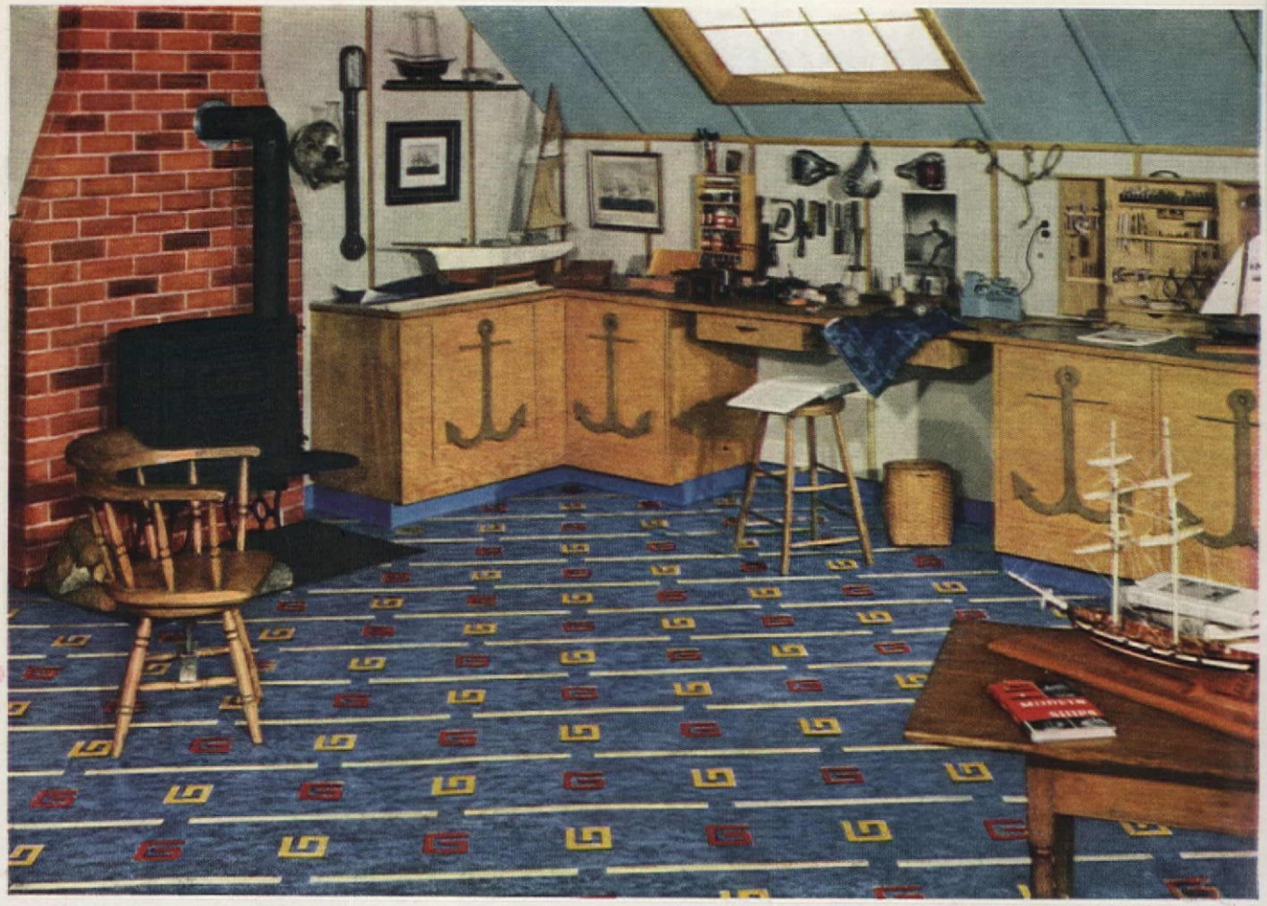
*Street*_____

*City*_____ *County*_____ *State*_____

PITTSBURGH PAINTS

PAINTS • GLASS • CHEMICALS • BRUSHES • PLASTICS

PITTSBURGH PLATE GLASS COMPANY



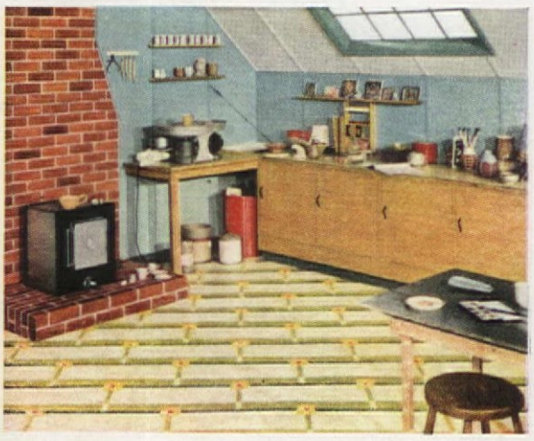
AHOY, THERE! Dad calls it his "S. S. Hideaway" —where he makes scaled ship models. During daytime, the skylight floods this converted attic space with natural light. At night, when landlubbers come aboard to inspect the fleet, the friendly wood stove keeps them warm. Notice how the floor pattern gives the room a look of generous width. It's Sloane-Blabon's new diagonal pattern 1681 in Inlaid Linoleum, edged with Koroseal* Cove Base. A breeze to keep in shipshape cleanliness!

*® B. F. Goodrich Co.

How to Have a Hobby Haven

Exciting new diagonal patterns in Sloane Quality Linoleum Products inspire these inviting hobby rooms.

HE'S NEVER LONELY! Young Pete, the radio amateur, spends his evenings talking to fellow-hams all over the country. When not on the air, he's busy building new equipment. He designed his attic "radio shack," too. The handsome floor is inexpensive Sloane-Blabon Resilient Enamel in the new diagonal pattern 5290, edged with Koroseal Cove Base. Good looking and so practical!



MOTHER PUTTERS WITH POTTERY! Yes, this beautiful room, complete with modern electric pottery kiln, was once waste attic space. But mother has a wonderful sense of color and design. You can tell by the floor. It's Sloane-Blabon's new Inlaid Linoleum diagonal pattern 1692, with Koroseal Cove Base trimming. Mother is practical, too! She knows how easy it is to keep this floor always looking clean and sparkling.

Look what happened to the attic! From waste space to a hobbyist's heaven . . . made attractive so easily by doing as decorators do—starting with the floor. Each of these decorator-perfect ideas started with one of Sloane-Blabon's beautiful new diagonal patterns that do wonders for giving "width" to narrow rooms.

Whatever your decorating problem, see your Sloane-Blabon dealer first. You'll find your inspiration in the many stunning designs and matchless colors—in Inlaid and Marbletone linoleums . . . Koroseal, the miracle plastic, in Tile, Cove Base and Cove Molding that never shows its age, never needs waxing . . . Asphalt Tile that costs so little and wears so long . . . Resilient Enamel Rugs, Floor Covering and Wall Coverings. All lovely looking and such wondrous work-savers. Long-wearing Sloane-Blabon floors require so little effort to keep spic and span and shiny-bright as new.

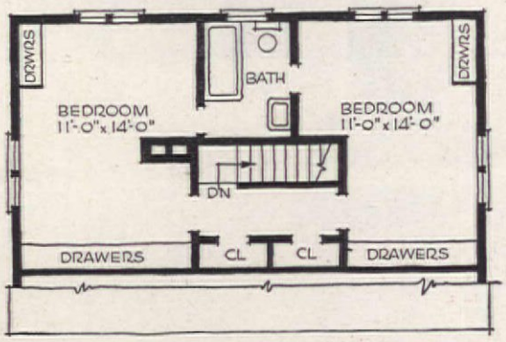
SLOANE
Quality
LINOLEUM PRODUCTS

"...for better design and truer color."

SLOANE-BLABON CORPORATION
295 FIFTH AVENUE, NEW YORK 16, N. Y.

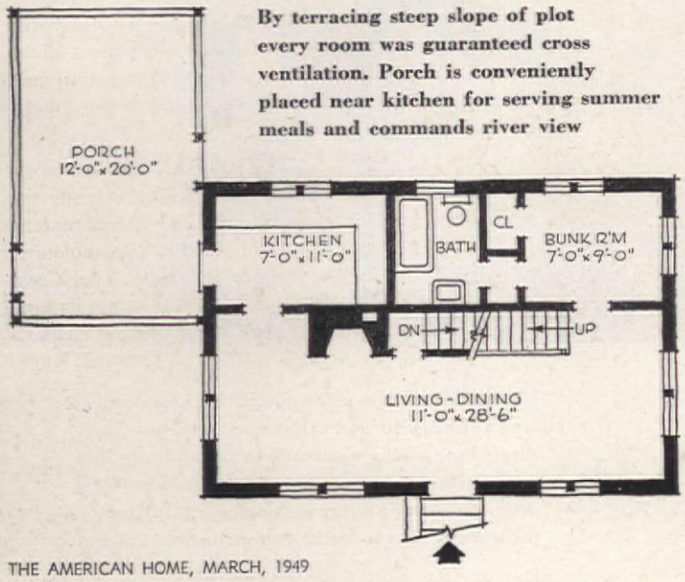
Just $800 and a stick of dynamite...

Joseph Shawinsky



Starting with these, we blasted our Mystic, Connecticut, home out of solid rock, taking three years in all from start to finish

EDWARD A. ADLER, JR.



By terracing steep slope of plot every room was guaranteed cross ventilation. Porch is conveniently placed near kitchen for serving summer meals and commands river view

With less than $800 in the bank, plenty of ambition and a natural hankering for stones, my wife and I built our own stone cottage and garage on the west bank of the Mystic River. In fact, from the living-room windows we can see the old sailing ships, *Charles W. Morgan* and *Joseph Conrad,* at their permanent berths on the opposite shore. We're mighty proud of our endeavor since it was all done after working hours and the first bit of construction we ever had the nerve to tackle.

Naturally there were tough spots where expert advice and assistance had to be asked. Right at the beginning, for instance, we used two helpers. Together we started blasting with a little dynamite since most of the property was covered with our beloved stone. That was in the early spring of 1939 and three years later we moved in. Though unfinished, total cost of labor and materials

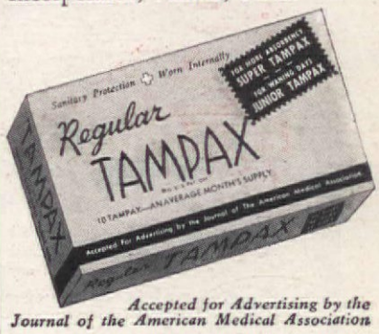
Please lady, listen

Please don't walk away or turn a deaf ear, gentle lady! There's big news in the air and you may find it just as important in your life as it has proved to millions of other women all over the world —not once, but thirteen times a year....As you already have guessed, the subject under discussion is a wholly feminine one—monthly sanitary protection.

NO BELTS
NO PINS
NO PADS
NO ODOR

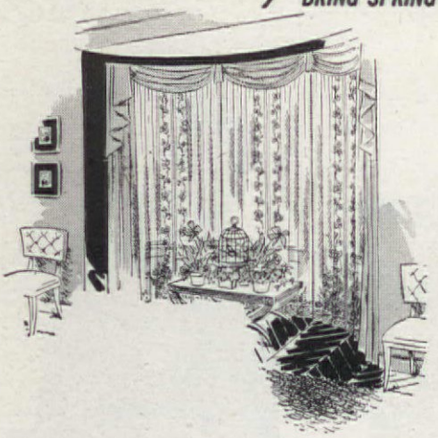
But the "big" news deals with a *very* tiny product indeed, no longer than your little finger! It is called *Tampax* and it is worn internally. This principle is well-known to doctors and it has many advantages. Tampax frees you from the tyranny of belts, pins and external pads. It causes no odor or chafing. Quick to change and easy to dispose of. Tampax is only 1/9 the bulk of older kinds and you can shower, tub or swim without removing it!

Made of pure surgical cotton compressed in dainty patented applicators, Tampax comes in 3 absorbencies—Regular, Super, Junior. Average month's supply slips readily into purse. Compare today's price of Tampax with the price of nationally-advertised external pads. Tampax Incorporated, Palmer, Mass.



Accepted for Advertising by the Journal of the American Medical Association

Wilbarry LACE NET CURTAINS BRING SPRING INSIDE YOUR WINDOWS



fresh . . .

airy-light . . .

decorative . . .

Windows *look* like Spring with Wilbarry lace net curtains. *Stay* like Spring, too, for the tied-in-place weave keeps these curtains looking "good as new" through countless launderings. You'll enjoy selecting *your* pattern from Wilbarry's many lovely all-over or bordered designs. At your favorite store.

Guaranteed by Good Housekeeping — Replacement or Refund of Money if not as advertised therein

For "Fashions for Your Windows" —the colorful 24-page idea booklet illustrating 22 graceful ways to dress 15 kinds of windows— send 25¢ to

THE WILKES-BARRE LACE MFG. CO.
Dept. L • 21 East 26th St., New York 10, N. Y.
Makers of Wilbarry Lace Dinner Cloths

Colonial Heirloom Reproductions

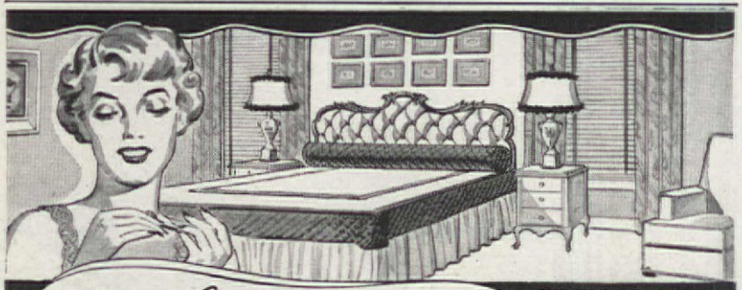
To speed a friendly pen

The integrity and charm of all Colonial Heirloom Reproductions find typical expression in this Carlton House Desk.

New Booklet —

Send 10c to cover postage.

COLONIAL MANUFACTURING CO., Box 30, Zeeland, Michigan



Hollywood Beauty IN YOUR BEDROOM

HARVARD BED FRAMES

All metal. For use with or without a headboard. Recessed legs for safety. Equipped with casters. In any size—for any purpose—to fit any coil or box spring.

Guaranteed by Good Housekeeping — Replacement or Refund of Money if not as advertised therein

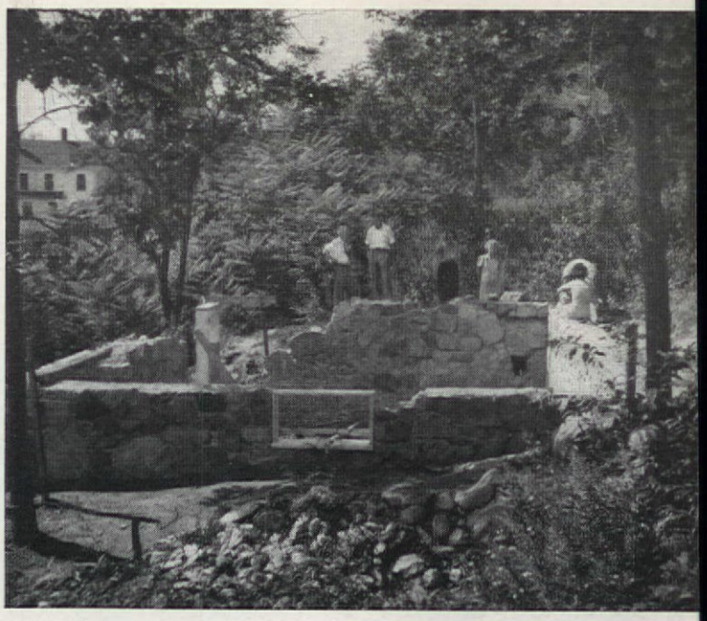
THE Harvard MANUFACTURING COMPANY
6201 WOODLAND AVE. • DEPT. A. H. • CLEVELAND 4, OHIO

THE HARVARD FRAME

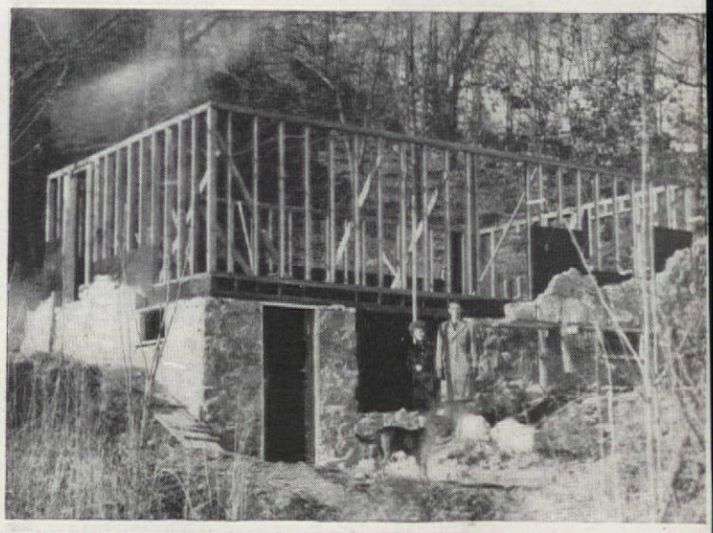
NOW AT YOUR FURNITURE OR DEPARTMENT STORE

FREE

ILLUSTRATED BOOKLET GIVES FULL DETAILS . . . WRITE TODAY!

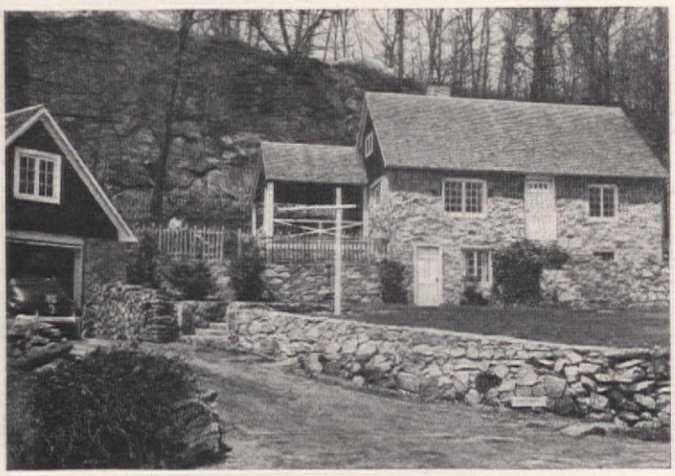


The land that originally sloped all the way to house foundations was slowly cleared away by hand and wheelbarrow, then dumped into the Mystic River, to provide greater terrace area



View of house taken from main highway conceals long running dormer from river side, but shows how design was made to fit naturally into its rugged site. Garage was next step in building program. After all terrace work is completed, the owners plan to build a stone dock

Just $800 and Dynamite (Begins on page 105)



By use of native materials, house, terraces, and property become one. Full cellar provides ample, light playroom area for youngster

View of river also shows how upper terrace connects house to garage whose upper floor will be later transformed into additional play space

up to then was about $6,000, a creditable feat even for those times. Our present house cost us a little more inasmuch as a full shed dormer was later added to the rear elevation.

At the start we considered ourselves refugees from a Manhattan ad gang since we had both worked in advertising and publishing houses, a background not too helpful in the interpretation of blueprints. Even today we are not experts but have learned a lot of the builders' tricks by pure experience. A few days with an expert stone mason showed us the intricacies of his art and shortly after we were erecting walls of house, garage, and terrace above.

All our stone was set in place with mortar mixed by hand in a small mortar box and then carried in buckets to the staging. My wife, whose height is just a mite over five feet, did the mixing. Salt water was hauled by pail across the road from the river while sand came from an abandoned highway department sandbank on the property. When we showed the bank that the foundations were paid for (by that time we were honored citizens in the community), we were granted a loan. And with this the framing commenced.

Here, again, we started with some expert help. Our plans were laid out on 8" by 10" newspaper copy paper and always were being changed as work progressed. With framework in place, covering the exterior walls with heavy tar paper was a simple procedure compared to the slow and methodical laying of upper stone walls. Using a plumb line as guide, we placed the split stones on top of the solid 18" foundation, while smaller stones and filling mortar were put into the

A treasure for the bride—the Sharon, a fine Seth Thomas* in Early American design. Mahogany finish on birch, strikes hours and half hours, electric or spring-wound. Height, 14½ inches. Width, 9⅛ inches. $42.50.†

SETH THOMAS

Clocks to treasure...

Clocks to trust

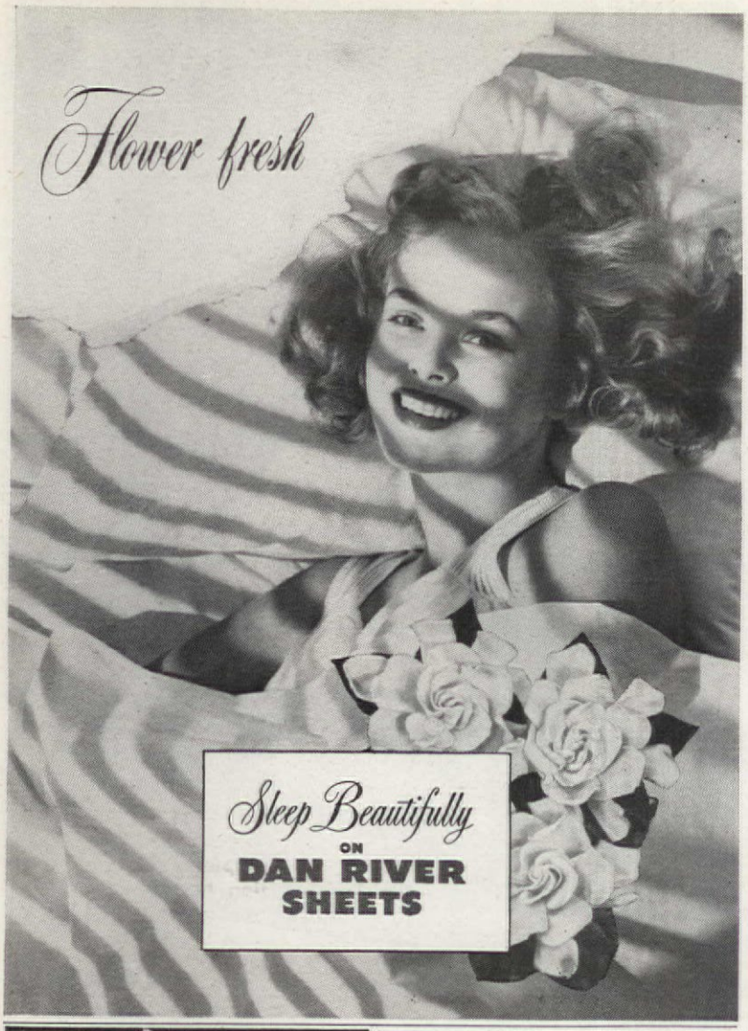
For the happy couple's mantel, cabinet or bookcase—the Buckingham. Period design in genuine mahogany, self-starting electric. Height, 7¼ inches. Width, 5⅛ inches. $19.95.†

Give the bride a truly beautiful alarm clock—the Echo—for living room or boudoir. Mellow-toned alarm, genuine walnut cabinet. Luminous dial, $13.95.† Plain dial, $12.50.†

AUTHENTIC SETH THOMAS... THE FINEST NAME IN CLOCKS

Seth Thomas Clocks, Thomaston, Conn. Division of GENERAL TIME *Instruments Corp.*

*REG. U. S. PAT. OFF. †*Prices subject to change—tax extra*



HEMSTITCHER

Hemstitch on any sewing machine with this handy attachment. Does two piece, criss-cross, inlaid, circular and hemstitching for pleats; also tucking, smocking and picoting. Makes rugs, comforters, slippers, etc. out of any material. Easy directions included.

Both for $1.00

BUTTON HOLER

Makes button holes on your sewing machine instead of by hand. Also darns stockings, sews buttons, zippers; and can be used for quilting. Sews in any direction — front, back or sideways.

SEND NO MONEY — Merely send your name, address and pay postman $1.00 plus postage on arrival. Or, send $1.00 with order, and we mail attachments postage paid. You risk nothing. Satisfaction guaranteed or your money back.

LELANE CO. Dept. AH-39 Box 571 Kansas City 10, Mo.

SELL 50 for $1.00 NAME IMPRINTED STATIONERY

FREE SAMPLES

31 new greeting card boxes. Profits to 100%. Bonus. Write today for FREE Name Imprinted and Floral Stationery samples. FREE 32-page catalog and feature All Occasion Samples ON APPROVAL. *Special Offers.* Start at once.

NEW ENGLAND ART PUBLISHERS
North Abington 107, Mass.

RECIPES
For Your
AMERICAN HOME MENU MAKER

The most representative collection of recipes it has been our privilege to offer our readers. 1480 recipes selected from the thousands tested in The American Home Kitchen by our Food Editors. Printed in convenient form for filing in your Menu Maker. Mailed postpaid anywhere in U.S.A. for

ONLY $1.50.

Send check or money order to:
The American Home
55 Fifth Ave., New York 3, N. Y.

FAIRY DELL
Gay flowers
on an interesting shape

THE FINE ENGLISH DINNERWARE

Spode

FAIRY DELL

Although there will be a wait for your Spode, your order will be filled in its turn. Decide now which pattern is to be yours. Booklet 18 will help. Send for it today.

Wholesale Distributors
COPELAND & THOMPSON, INC.
206 FIFTH AVENUE, NEW YORK 10, N.Y.

Just $800

(Begins on page 105)

cavities between the face stones and tar paper. We did not consider conventional fill insulation necessary with this construction and used stock interior insulating board, later covered with wallpaper, as inside finish. The fact that even during severe New England winters only three of the seven radiators are needed to keep the house comfortable attests to the efficiency of this construction.

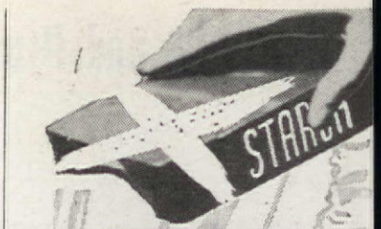
Like the walls and most of the wood construction, the terraces, too, are handmade. Most of this construction was tedious, especially the hauling of soil from the upper areas of the property. Terrace walls are not yet really complete. Pointing of stonework is on the docket for next summer. Three-year-old William Jeffrey is now able to contribute to the family efforts and has a miniature single-wheeler to help along. For his sake we're creating a larger terrace off the side porch.

Our living room is 12′ by 28′ and runs the entire front length of the house. Back of it are kitchen, bath, and small bunk room with six large built-in drawers and a large closet. On the second floor are located two bedrooms, each with double exposure and plenty of built-in storage space. A bath, conveniently placed between these two rooms, and two closets off the stairhall complete a compact floor plan. The bedroom built-ins consist of nine large drawers that eliminate the need for bulky furniture.

Well, in 1941, the day our last shingle was nailed to the roof, we moved in. We were "at home" in spite of the fact that tar paper served as outside doors and roof framing was visible through the ceiling joists. It was a little incongruous to see our little mongrel dog comfortably curled up on the floor in such an atmosphere, but he added a comforting permanent note. A chance visit at this time from one of the important members of the community didn't feeze us a bit. Weren't we basking in a home we'd built ourselves?

Today, the Fourth Estate (oh, yes, we've given our house a name) commands a great deal of attention from visitors, and cars are constantly stopping. We make no apologies since the finished product looks like the work of professional builders and we've been offered lots more for the property than it cost.

Shortly after the job was finished, we were the subject of an editorial in a local paper. They likened us to modern pioneers and took issue with those who call the younger generation lazy. Don't think that we didn't like all the fuss and bother but, honestly, we haven't a corner on this pioneer business. Anyone with the real desire for a home and the will to get it could have done the same.



STARCH NO MORE!

buy
ORGANDIE CURTAINS
with that lasting crisp
Bellmanized
STARCHLESS FINISH
. . . the permanent beauty in all quality organdies.
FREE: swatched leaflet—write:
BELLMAN BROOK BLEACHERY CO.
Fairview, New Jersey

Traditional or modern
which will it be?
find the answer in the new booklet about
*American Informal**
Furniture by
TOMLINSON
FOR LIVING ROOM, DINING ROOM, BEDROOM

This furniture is the *happy balance between traditional and modern.* The story, with pictures, is in this new booklet . . . and lots of ideas about decorating too!
Send 25¢ for it now, and for the name of your nearest store. Write Dept. H-1, Tomlinson, High Point, North Carolina.

WOMEN—EARN EXTRA MONEY
Earn up to $23 weekly; get your own dresses without cost. No canvassing, investment or experience necessary. Write fully, giving age, dress size.
FASHION FROCKS, Inc., Dept. B-3034, Cincinnati, O.

MATERNITY DRESSES BY MAIL
SEND FOR FREE CATALOG
SMART-YOUTHFUL STYLES FOR MORNING-STREET OR AFTERNOON | SPRING STYLES
Charming Fashions at the price you can afford
• ALSO MATERNITY CORSETS AND LINGERIE •
CRAWFORD'S DEPT. 33 729 BALT. AVE. KANSAS CITY, MO.

ALVIN
STERLING

and get what
you've always wanted
in table fashion ...
style and quality ...
to meet your fondest dreams ...
fashioned with all the skill
of the age-old art of
silversmithing . . . to live . . .
and to serve graciously
through all of your years.

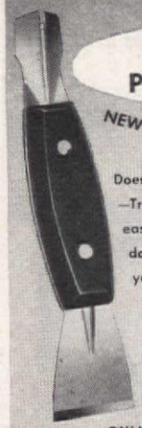
SEE IT . . . BUY IT . . . AT YOUR JEWELER'S

Write us for illustrated price folder of these and other ALVIN patterns.

THE ALVIN SILVERSMITHS
Makers of Exclusive Silver Designs for over Sixty Years
PROVIDENCE 7, RHODE ISLAND

KVP Shelf PAPER

NOW ANYONE CAN PUTTY WINDOWS
with the
DUO-FAST PUTTY KNIFE



NEW EASY FAST

Does a perfect job. Packs—Shapes—Trims putty. Makes a hard job easy. Pays for itself on first window. Get yours, today! It will be your favorite tool!

$1.00

See
Your Hardware, Paint, Glass or Lumber Dealer OR Order Direct.

ONLY $1.00 POSTPAID IN U.S.A.

Duo-Fast PUTTY KNIFE FASTENER CORP.
863 Fletcher Street, Chicago 14, Illinois
I am enclosing $1.00 — please send me one Duo-Fast PUTTY KNIFE
NAME_____
ADDRESS_____
CITY_____ STATE_____

Jacob's Ladder

ERIC GUILBERT

My neighbor Jacob differed from the rest of us home gardeners, painters, and putterers in that Jacob had a ladder, a straight one, homemade and alarmingly rickety. He was also the climbingest man I have ever known. The amazing thing to me was that Jacob hadn't broken his neck long ago. Every time I saw him on his ladder, I recalled that an estimated 200 deaths and many thousands of serious injuries result each year from home ladder use. Yet, Jacob hopped up and down on his ladder, devil-may-care as a tight-rope walker at the circus. He was certainly agile in spite of his tendency to obesity.

One rare Saturday afternoon, with warm sunshine and a cloudless sky above, when the lawns and gardens in the neighborhood were teeming with outdoor activity, the air was rent by a frantic, feminine scream. Followed by wives, children and dogs, we men rushed to the scene of the disturbance. At long last, one of Jacob's ladder steps had collapsed. There Jacob lay on the ground, while his wife stood by, wringing her hands and muttering, "I've told him a hundred times to go buy a good ladder."

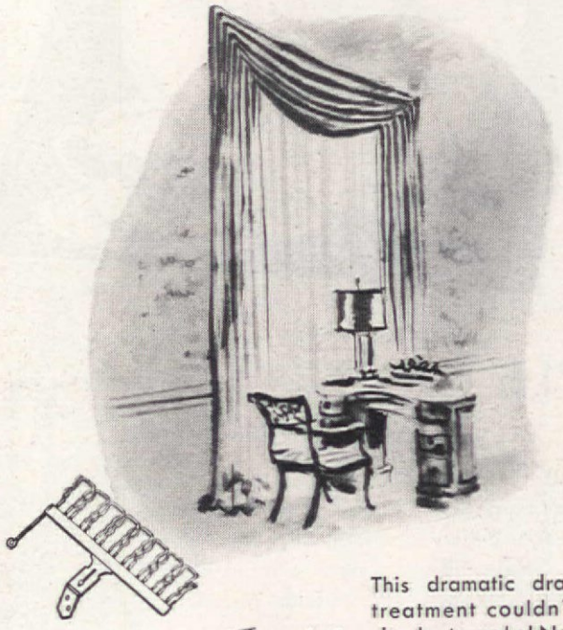
With the doctor on hand and Jacob indoors waiting for an ambulance, several of the neighbors gathered in my garden. The talk, of course, was about the accident. "What has happened to good old Jacob," I said, "has happened to thousands of other people. Some folks are stubborn about safety rules; they don't want anyone telling them how to prevent accidents. I'm an industrial safety man, so let me give just seven tips on preventing ladder accidents, aside from keeping ladder in good condition.

"With a straight ladder: 1. The distance from the foot of the ladder to the wall should be a quarter of the ladder length. 2. Grasp the ladder with both hands. 3. Hoist tools to the job by a rope. 4. Fasten the ladder at the base, or use safety shoes attached to the foot of it.

"With a folding ladder: 5. Avoid standing on the top step. 6. Don't use it unopened, like a straight ladder, since the steps are then not level. 7. Fully extend it and carefully lock the side brackets."

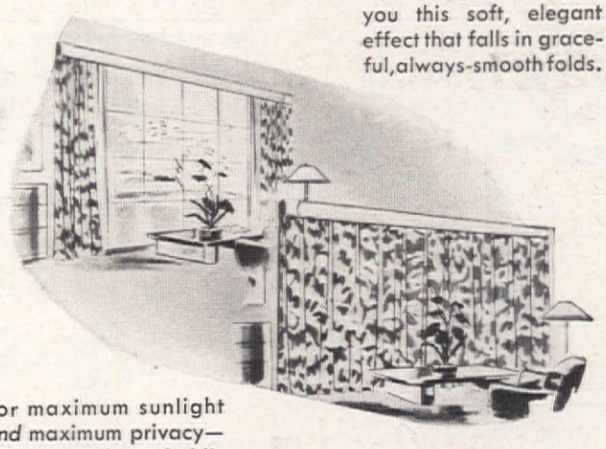
After Jacob returned from the hospital, I took it upon myself to chat with him about his accident. He promised to mend his ways, and right off bought a new and safe ladder, making his neighbors much happier, and his own future much safer.

It's easy to be "Expert" at Window Decoration with



Judd Swag Pleater

This dramatic drapery treatment couldn't be simpler to make! No cutting. No sewing (except hems). Just a single length of fabric and Judd Swag Pleaters give you this soft, elegant effect that falls in graceful, always-smooth folds.



For maximum sunlight and maximum privacy—all you need are Judd's sturdy, lasting traverse tracks you can count on to operate smoothly, always. Your draperies hang beautifully . . . pull open and shut at a flick of the draw cord.

Judd Traverse Tracks

And—for every window in your house—JUDD'S FAMOUS THIMBLE ROD—the extra-rigid curtain rod with the built-in thimble tip* that won't snag your curtains. *patented

At your favorite drapery hardware department

JUDD makes hardware for housewives

THE JUDD IDEA BOOK of practical, pretty new ideas for window decoration. Send 15¢ in coin to Dept. AH, H. L. JUDD COMPANY, WALLINGFORD, CONN.

Lastingly Lovely

PIE CRUST DINNERWARE

by Blue Ridge

DIXIE HARVEST (No. 3913) is another outstanding pattern on our new Pie Crust shape. Its exotic beauty is permanently sealed Under the Glaze and every piece a Hand Painted original creation, yet modestly priced.

Blue Ridge DINNERWARE

SOUTHERN POTTERIES, INC.

SAVE YOUR SHIRTS

Easy To Sew On "NUCOL"

REPLACEMENT COLLARS

$1 for Two

$2 for Five

Give Size Wanted

Rip off the old, stitch on the new! It's easy to do! Sanforized. (White only)

We Ship Mail Prepaid

TROY NOVELTY CO.
4 UNION ST. TROY N.Y.

MAIL ☐ COLLARS, SIZE ☐

We enclose $_____

NAME_____

ADDRESS_____

CITY_____

DODSON BIRD HOUSES

Designed by America's foremost authority on birds—a model to attract every desirable song bird. Quality built, exclusive features. Add charm to your garden. Befriend birds and they will rid your premises of insects. One martin destroys 2,000 mosquitoes a day.

DODSON SPARROW TRAP. The humane way to get rid of these pests. Made of strong, welded tin wire to last for years. Size 36x 18x12". With Receiving Box $16.50 f.o.b. Kankakee.

Send for FREE Catalog or 10c for 32-page book "Your Bird Friends—How to Win Them." JOSEPH H. DODSON CO., 810 Harrison Ave., Kankakee, Ill.

Good mornings start with good nights...

...and sleep-inviting relaxation starts with the lullaby comfort of an Ostermoor. Quality-built with the craftsmanship you rightly expect of its famous name.

INNERSPRING

OSTERMOOR

AMERICA'S QUALITY MATTRESS FOR NEARLY 100 YEARS

Dealers in Principal Cities—or write OSTERMOOR & CO., Chicago 16, Ill., or Bridgeport, Conn.

It's what you take off!

Warner Brother's "June Bride" movie spoofs magazine editors and decorators but teaches good lesson in simplification and remodeling of old furniture

BEFORE. Termed a "McKinley stinker" by editor of home magazine (Bette Davis) this dining room had patterned wallpaper, patterned net curtains at windows plus limp floral draperies. Problem was to redecorate house in 3 days

BEFORE. Dining table was dark, heavy, had ornate carved griffons supporting table edge. AFTER. Griffons were removed, table was stripped and bleached. American Home's editor would have removed carved triangular support

BEFORE. Dining chair was typical of sets bought around turn of century, had badly carved top rail, dull leather upholstery

AFTER. Top rail and carving were sawed off, exposed wood was stripped of finish. Chair was reupholstered in new textured cloth

AFTER. Magazine's decorators set to work with saws, hammers, bleaches, remodeled furniture. Room was supposedly repainted, recarpeted, new draperies made in three-day span. American Home's decorators require slightly more time

BEFORE. Heavy Empire settee was upholstered in dingy figured tapestry, set on floral carpet. **AFTER.** Wallpaper was painted with water paint, plain carpet installed, settee reupholstered in appropriate stripe

Which room would you rather live in?

Radiator takes too much time to heat . . . then throws too much heat near the ceiling, not enough to the floor. Radiator steals space. Gathers dust. It's too hot to be touched by hands or furniture. What this room needs is Trane "Active Air" Convectors.

No dust-traps here! Nor hot surfaces to burn hands or mar furniture. Clean, beautiful, and healthfully warmed all over at low fuel cost! Instant response to heating needs is yours with slim, handsome Trane Convectors, which may be recessed into the walls, out of your way. Here's the room of your dreams!

"Active Air" heat—a new high in comfort!

Your future comfort depends upon the heating system you choose. So you owe it to your family to find out why any steam or hot water system provides *more comfort per dollar* when teamed up with Trane "Active Air" Convectors.

Use the handy coupon below to get a helpful booklet in full color about the modern, Trane way to inexpensive, trouble-free heating. Send for your copy today. It's FREE!

The Trane Company, Dept. B39, LaCrosse, Wis. —or Trane Company of Canada, Ltd., Toronto

I want to see your full-color photographs of beautiful rooms, and learn more about Trane Convector heating. Please send me your free book "How To Live in June All Winter."

NAME _____

ADDRESS _____

CITY _____ STATE _____

SUCCESSOR TO RADIATORS

TRANE

"ACTIVE AIR" CONVECTORS

AMERICA'S FINEST WATER HEATER!

Great New HOTPOINT Features

Magic Circle Heat

Pressurized Calrod Units Provide Safest, Cleanest, Most Dependable Hot Water Service Ever Offered!

THANKS to the Magic Circle Heat of pressurized Calrod® Units, this great Hotpoint Automatic Water Heater can't be beat for safety, cleanliness, economy and dependability.

● Year after year, without care or attention, you enjoy an abundant supply of hot water.

● Hotpoint's corrosion-resistant, heavy-duty tank is so thickly insulated with Fiberglas® that it actually can store hot water for as long as *three days* with the electricity off!

● Seven models range from 30- to 82-gallon capacity. The 30- and 40-gallon table-top models are matched units of Hotpoint's Electric Kitchen. Call Western Union Operator 25 for the name of your nearest Hotpoint dealer.

HOTPOINT INC.
(*A General Electric Affiliate*),
CHICAGO 44, ILL.

Everybody's Pointing To

Hotpoint

Electric Water Heaters

Primer

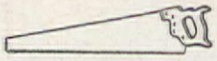
(Begins on page 60)

siderably and will result in much greater savings for some localities than others, but no matter how it is figured, you stand to save money and build up a tool kit at the same time.

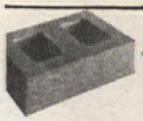
AVERAGE SMALL JOBS REQUIRE VERY FEW TOOLS

The minimum maintenance tool kit that should be in every home includes a penknife, a general purpose screw driver, slip joint pliers, a 16 ounce claw hammer, a bench or smoothing plane, a nail set, a six-foot rule of the flexible steel or folding wood type, a small oil can, and a flashlight. Prices and quality vary widely for all tools. For home maintenance you will need good tools for satisfactory results, but they need not be the very best available. Tools require care for superior results in workmanship, and a beginner is not apt to be trained enough in their care to give the best equipment the treatment that their cost and quality warrant. Cheap tools on the other hand are difficult to work with at times, losing their edge, breaking, and not wearing well enough even for the infrequent use of home maintenance. By starting with a reasonably priced set of basic tools, you can insure pocketbook and working satisfaction for your initial efforts in working around the home.

FIRST ADDITIONS TO THE MINIMUM KIT



The set outlined above will handle the numerous small and simple projects, but you will soon find that you want to expand your efforts, and therefore will have to increase the size of your kit. Probably the first addition will be a 24 or 26 inch cross-cut saw. With an 8 point set (8 teeth to the inch) the cuts will not be as fine as with a 10 or 12 point set, but the saw will be satisfactory for rip cuts (with the grain of the wood), thus eliminating an investment in a second saw for ripping boards. A great deal of cutting with the grain will make a rip saw desirable, but normal home maintenance doesn't include much cutting of this sort. If you go beyond the maintenance stage and start doing car-



Build Your "Dream Home" of Brikcrete

World's Most Modern Masonry

ALL the Brikcrete for this Modern Bungalow...

*May vary slightly according to locality.
37'x24'
888 Sq. Feet
$328.57*

Same low price per square foot for any size or type home you plan to build.

Brikcrete combines colorful beauty—and all the values of masonry at its best—with a lower-than-lumber price. Designed and proportioned to fit modern styling.

Self-contained insulation values because of a 43% void. Integrated color and water-resistant properties. Strength and endurance combine with light weight.

Contact your local Brikcrete manufacturer or write direct for literature and name of plant nearest you.

Blueprints for home shown above, $15.

If interested in establishing a local plant ask for Brikcrete Book No. 2.

Brikcrete Associates, Inc.
4683 S. Division Ave.
Grand Rapids, Mich.

BRIKCRETE

New LABOR SAVER for the HOME

DREMEL ELECTRIC POWER TOOLS

Patented

Electric "MOTO-SANDER" —AND POLISHER—

Saves time—Saves "Elbow Grease": Moto-Sander takes hard work out of two tough jobs . . . sanding and polishing. It's as handy in the home as your electric iron or sweeper . . . so easy to handle a child can use it. Quickly and smoothly sands or refinishes furniture, walls, woodwork, workshop projects; or speedily polishes furniture, automobiles, other surfaces. Moto-Sander delivers 7,200 strokes a minute . . . works into those hard-to-get-at places. Straight-line action (non-rotary) eliminates any possibility of wood burns or scratches. It's the lightest, most practical electric sander—the only one of its kind. Operates on 110 V., 60 cycle AC. Furnished with 6 assorted sheets Garnet paper for sanding . . . felt pad and sheepskin for wax polishing. Thousands of satisfied users.

- Sand Furniture and Bookcases
- Sand Stairways, Doors, Woodwork
- Sand Walls before painting
- Polish the Family Car
- Polish Pianos and Cedar Chests
- Polish Waxed Furniture

MONEY-BACK GUARANTEE: Buy Moto-Sander from your dealer. If he cannot supply you send only $14.85 (check or money order) and we will ship postpaid; or, send only $2 now, and pay postman balance plus postage upon delivery. Your MONEY BACK if not delighted after 5 days' trial. Only $14.85 Postpaid

DREMEL MFG. CO., Dept. SP 479-C, Racine, Wis.

Send for FREE Catalog

Fresh-Aire REGISTERED U.S. PAT. OFF.

FIREPLACE

The *only* fireplace designed for modern, insulated homes. Illustrated catalog contains facts, pictures and suggestions for your "perfect" fireplace. Write us for FREE copy at 349 Wall Street.

BENNETT-IRELAND INC
Chartered in 1906
NORWICH, NEW YORK

Exquisite, Unusual GIANT MUM

Send for FREE BOOK

Saucer-size greenhouse variety . . . GOLD LODE . . . featured in our 100th anniversary catalog. Also giant English, button, cushion, spoon, exhibition and other prize chrysanthemums. ROSES, BULBS, SHRUBS, etc. Write today for this unusual, informative, colorful FREE CATALOG.

SPRING HILL NURSERIES Tipp City, Ohio Dept. A-73

20 Million Trees A YEAR

Evergreen seedlings and transplants. Fruit and Shade trees. Write for catalogue.

MUSSER FORESTS, Inc., Indiana, Pa.

Invizie says:

"Windows open easy with me on the job"

Completely concealed in the sash itself, "Invizie" (Grand Rapids Invizible Sash Balance) makes it possible for you to open windows smoothly–quietly–with no effort at all. Housewives also prefer this modern window balance because it has no cables, tapes or exposed tubes. Ideal for all double-hung windows, including those with narrow trim. Moderate in price–easy to install–ask your architect, builder or dealer.

BALANCE CONCEALED IN SASH

"Always at your service –Never in your sight"

SAVINGS ON INSTALLATION MORE THAN PAY THE COST

Write for completely illustrated consumer folder — C-75.

GRAND RAPIDS Invizible SASH BALANCE

Quality Leaders in Sash Hardware for over 50 Years

GRAND RAPIDS HARDWARE COMPANY
GRAND RAPIDS 2, MICHIGAN

THIS IS "TONIC" FOR MY TEETH AND GUMS!

Yes, *crunchy* MILK-BONE DOG BISCUIT gives a dog the sport of a real bone—the *chewing exercise* that helps promote strong teeth and gums. And, along with all the fun, he gets a heaping helping of *important* nutrients! MILK-BONE DOG BISCUIT is sealed in cartons for freshness and cleanliness. Economical because it's *concentrated* food! Order some *today!*

MILK-BONE DOG BISCUIT contains nutrients your dog needs: Vitamins A, B1, B2, D, and E... Meat Meal ... Fish Liver Oil... Whole Wheat Flour ... Minerals ... Milk.

NATIONAL BISCUIT COMPANY

National Biscuit Co., Dept. G-3 **FREE**
444 W. 15th St., New York 11, N. Y. **SAMPLE**

Send me *free* MILK-BONE DOG BISCUIT. Also Booklet: "How to Care for and Feed Your Dog." (Please print. Paste coupon on penny postcard if you wish.)

Name.....

Address.....

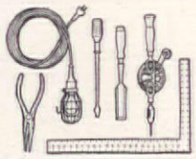
City and State.....

This offer good in United States only

Primer

(Begins on page 60)

pentry work such as book shelves, closet shelves, toys and other similar items, you will want the rip saw and a 10 point cross-cut saw as well.



Other excellent additions at an early date are: a ten foot extension cord with trouble light; two chisels, one 3/8 inch and the other 1 inch; a hand drill and set of bits; a cabinet screw driver for small work; long nose pliers with a side cutting feature for electrical work; and a carpenter's square. These need not be purchased until the first job for them arises, and thus they will be paid for out of the savings as you go along. Still other tools, such as: a vise to hold work on a bench; a hack saw and extra blades; a level; a soldering iron; wrenches, monkey, Stillson, and snap-locking; files; a brace and wood bits; mason's and plasterer's trowels; a hack saw; a block plane; and a hatchet, may eventually be added to the kit as the jobs demand them.

For paint work you'll add a different set of tools to the kit. The first items to consider are: paint brushes, 1, 2, and 4 inches wide; and two putty knives, one narrow and the other wide. Aside from rags and empty paint buckets or cans which are very useful you will probably want to include a razor scraper for cleaning glass after windows have been painted, and a step ladder in your painting equipment. Old sheets or bedspreads will also come in handy as drop clothes to protect the floor and furniture from paint droppings.

KEEP SOME MATERIALS ON HAND

Many jobs require some materials, at least, for first-aid treatment. A good minimum set to keep around the house includes fuses, friction tape, rubber tape, putty, some wire (both electrical and iron), a miscellaneous box of nails, and a similar collection of wood screws. After a few jobs have been completed, the supply of odd materials that might be handy will grow. You will soon have wood, metal, screws, nuts and bolts, nails, paint of different colors and types, and

Enjoy

BEAUTY AND COMFORT WITH

Canvas Awnings

Your home, small or large, new or old, becomes more attractive, more comfortable and more livable with Canvas Awnings. You enjoy protection against summer sun and heat. Canvas Awnings are easy to take down when you want no interference with your outdoor light during the dark, cold days of winter.

See your local awning dealer early in the season. Let him help you choose the Canvas Awnings best fitted to your needs and to your opportunities for increasing the charm and beauty of your home. You have an unrestricted choice of a wide range of beautiful colors, designs and patterns, for giving full expression to your artistic taste and personal preferences.

Your awning dealer has a wealth of information and ideas to share with you, assuring your pleasure and satisfaction in every detail.

THE CANVAS AWNING INSTITUTE, INC. and NATIONAL COTTON COUNCIL

"There is No Substitute for Canvas Awnings"

BETTER FABRICS ... BETTER AWNINGS ... BETTER SERVICE

"You'll be comfortable, Mother... our coal furnace is Automatic now... since we installed-

Comfort Master

Your family, too, can enjoy more comfort, peace of mind—and coal savings—with an A-P COMFORT MASTER. This new modern plug-in furnace control unit gives you all the luxurious comfort and convenience of thermostat-controlled heat, plus even greater economy in coal.

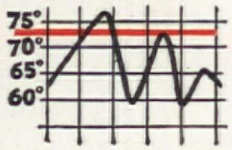
DOUBLE PROTECTION

There's double fire safety for you with COMFORT MASTER. Prevents furnace overheating by limiting "dome" temperatures to match outdoor weather. It also has a new "Stoke Switch" that opens the draft when you fire up, closing it automatically when gasses have burned off. COMFORT MASTER *never forgets,* even though you may do so.

Is 20% of your heat going up the chimney?

COMFORT MASTER will pay for itself by saving the money you now throw away heating all outdoors. Keeps chimney and smokestack temperatures down so your home gets more of the heat.

Steadier Heat with COMFORT MASTER...



The red line shows steady temperatures you get with COMFORT MASTER and its "Heat-Anticipating" Thermostat — compared to the "too hot-too cold" extremes with hand-control. You get more healthful heat at less cost, with COMFORT MASTER.

A-P COMFORT MASTER comes to you as a complete package. It includes: new COMFORT MASTER unit, "Heat-Anticipating" Wall Thermostat, all wiring and full instructions. If you have a handy man around the house, he can install COMFORT MASTER easily and quickly. For full information write Automatic Products Company, 2520 N. Thirty-Second St., Milwaukee 10, Wis. *Dealer inquiries invited.*

DEPENDABLE Controls

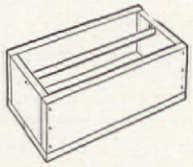
....for OIL ....for GAS ....for COAL

Primer

(Begins on page 60)

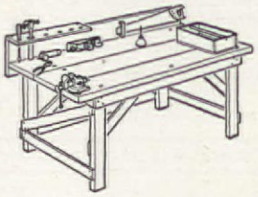
all sorts of items ready for use on future small projects.

THE MINIMUM TOOL KIT CAN BE KEPT IN A BOX

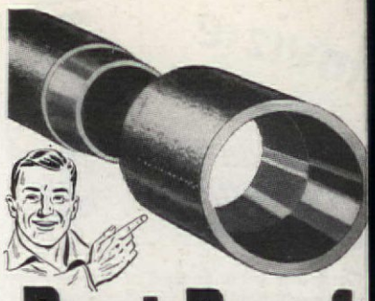


One way to keep the time spent on maintenance down is to have all tools and first-aid materials handy. A box is very convenient for storing the kit. It can be kept in a closet, a cupboard, or the basement, and can be carried to the spot where work is to be done. You can make an adequate box for the minimum kit from two pieces of 1x4 or a single piece of 1x8 for the bottom, 1x6 material for the sides and ends, and a piece of old broom stick for a handle, assembled with 8 penny finishing wire nails. Old packing box or crate lumber could be used very well instead of new materials. A good size is approximately 16 inches long, 8 inches wide, and 6 inches deep. Metal boxes for small kits can be obtained at most hardware stores. They contain trays with compartments for the smaller tools and materials. Some ready-assembled kits are available, a box with the basic items and a few of the tools mentioned for early additions.

YOU'LL WANT A WORK BENCH FOR THE LARGER PROJECTS



The box will always be convenient for carrying the necessary tools to the work site. But for some jobs it is desirable to move all or a part of the project to the basement or garage work area or shop. Initially you'll not need such a shop, but when you get around to it you'll want a bench. Often an old table or desk will serve; however, you can make a simple bench very easily, once the saw and square have been added to the kit. Three 6 foot pieces of 2x10, preferably of a hard wood, will provide an excellent working surface. Four 3 foot pieces of 2x4 will make the legs. A 6 foot piece of 1x12 or plywood will be a good backboard. And



Root-Proof
LASTS A LIFETIME

● ORANGEBURG* PIPE gives you lifetime, trouble-free service in house-to-sewer or septic tank connections . . . and for other underground non-pressure uses. Here's why. Its record of 40 years' service underground *proves* that you can install ORANGEBURG and forget it. *Made* of tough, time-defying material that withstands cracks or breaks due to soil settlement. TAPER-WELD* JOINTS hold fast, prevent leaks, keep the pipe root-proof.

Use *perforated* type for septic tank disposal, foundation drains, field drainage. Orangeburg Manufacturing Co., Inc., Orangeburg, N. Y.

ORANGEBURG
*REG. U.S. PAT. OFF.
THE ROOT-PROOF PIPE

"HOW DO YOU ASK FOR ANTI-SHRINK, ANTI-MATTING KNITTING YARNS?"

"JUST SAY Wonderized*"
Found only in
BEAR BRAND YARNS
Fleisher's Yarn

FREE! Instruction leaflets for knitting men's, women's and children's sweaters, also men's socks. Send 3¢ stamp to cover postage to Wonderized: 30-20 Thomson Ave., Long Island City 1, N. Y. Dept. A-39.

* PROC. PAT. NO. 2,429,082

Say, Have You Tried this Amazing E-L-A-S-T-I-C "33"?

Miles Ahead of Any Putty!

2 lbs. ONLY 50¢

SPECIAL OFFER If your dealer hasn't "33", send us 50¢ and get 2-lb. can postpaid. Money back, if not entirely pleased. THE ARMSTRONG COMPANY, 4063 S. La-Salle St., Chicago 9.

STOP USING messy, lumpy putty for glazing repairs on windows and doors. ARMSTRONG'S "33" is permanently E-L-A-S-T-I-C (secret formula). Unlike putty, it spreads on smoothly—can be painted immediately. Unlike putty, it won't crack or crumble in years of service. NEVER gets rock-hard in container, or after being applied. Costs little. TRY IT!

Your YOUNGSTER WILL LOVE IT!

Give your youngster the joy-ride of a lifetime! TRACTALL looks just like a man-size Tractor. It's the perfect gift for boys, girls, up to 12 years old. Pedal-driven. Sold direct from factory. Write for Literature and FREE trial offer. INLAND MFG. CORP., Dept. AM-3 164 ELLICOTT ST. BUFFALO 3, N. Y.

Make Stairwells Brighter . . . Safer
WITH THE RIGHT ALUMINUM PAINT

FREE BOOKLET TELLS HOW. Gleaming aluminum paint covers darkened surfaces better . . . makes stairwells brighter, safer. For many other helpful painting hints, send for free 24-page book, "Paint It Bright". Remember there *is* a difference in aluminum paints. For this job, get *Aluminum Metal & Masonry Paint*, from the dealer who displays this Alcoa symbol on the brand he sells. Address: Paint Service Bureau, ALUMINUM COMPANY OF AMERICA, 2105 Gulf Bldg., Pittsburgh 19, Pennsylvania.

ALCOA

Look for this shield on aluminum paints made by many paint manufacturers using
ALCOA ALBRON PIGMENTS

DON'T ENVY the band-box beauty of furniture displayed in stores

Use **Guardsman** *CLEANING POLISH*
Now AVAILABLE TO THE PUBLIC

The rich, natural look of showroom furniture can now easily and quickly be obtained in your own home. Its easy to use . . . just wipe it on and wipe off . . . result, professional beauty.

Use **Guardsman** *CLEANING POLISH*

Over 4000 furniture stores use it daily, recommend it hourly . . . swear by it unreservedly. Take their advice —don't delay—get some at once for your own home.

The beauty lotion for your furniture

Guaranteed by Good Housekeeping

IF YOUR DEALER CANNOT SUPPLY YOU SEND $1.00 FULL PINT

Grand Rapids Varnish Corp.,
Grand Rapids, Mich.
Gentlemen: Please send postpaid, full 16-oz. bottle of GUARDSMAN for $1.00 enclosed.

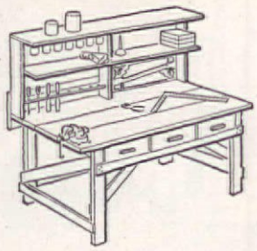
NAME.....
ADDRESS.....
CITY.....STATE.....

Primer

(Begins on page 60)

40 feet of 1x3 stock will take care of all the bracing. The bench can be nailed or screwed together. This sort of work table can accommodate a vise and have an adequate area for racks for the few initial tools.

EXPANSION OF THE BENCH ACTIVITIES AND FACILITIES IS SIMPLE



The working area of the bench described above will be adequate for most home maintenance jobs, but additional space can be used for storing tools and materials. Shelves can be built in a number of ways, fastened to the wall behind the bench, hung from ceiling joists, or added to the bench itself with supports made of 1x8 or two 2x2's. Miscellaneous screws, nuts and bolts, and other small items can be kept in jars that have the caps screwed to the bottom of a shelf. By unscrewing the jars from the caps, they are already open when taken down. The jars will be out of the way, leaving shelf space for other things, and will be lined-up where the contents can easily be seen. Cigar boxes make fine containers for medium-sized tools and materials. Below the working surface, you can use drawers from discarded furniture, or specially made ones.

A QUESTION FROM ONE OF OUR READERS

V. M. of Gwinn, Michigan, asks for information about painting built-in shower walls.

After cleaning and patching the surface, apply two coats of flat paint or enamel undercoater. If the walls have been previously painted, only one undercoat is needed. Follow this with one coat of glossy interior paint or enamel. These are highly resistant to the action of water and should last a long time. Automobile body enamel has also been used very successfully as a final coat in shower compartments. Since glossy finishes do not cover as completely as flat paints, the undercoats should be the same color as the finish coat. Of course, inferior grades of material will not last, so be sure to use good quality products and follow the manufacturer's instructions for application.

HOW CAN I BE SURE OF THE BEST INSULATION JOB?

THAT'S EASY!
CALL IN THE FACTORY-TRAINED Gold Bond APPLICATOR

Gold Bond Rock Wool Applicators are trained in Gold Bond's tested methods of application to give you the very best insulation job. Without muss or fuss they do the whole job in a day or so, depending on the size of your house. And they use only Fireproof Gold Bond Rock Wool...made by National Gypsum Company...the finest insulation money can buy!

Last year over 100,000 thrifty homeowners insulated with Fireproof Gold Bond Rock Wool. Fuel savings up to 40% soon pay the cost and continue *for the life of the house.*

Besides lower heating costs and complete winter comfort, homes insulated the Gold Bond way have three more big advantages:

- They are as much as 15° cooler in summer.
- They are more firesafe. Fireproof Gold Bond Rock Wool in the walls and roof provides a permanent fire barrier.
- They have a higher resale value.

Does this sound good to you? Then phone your local Gold Bond Rock Wool Applicator today for an estimate for *your* home. No charge or obligation! He's listed in the classified section of your phone book under "Insulation". Remember, it's the one home improvement that actually pays for itself!

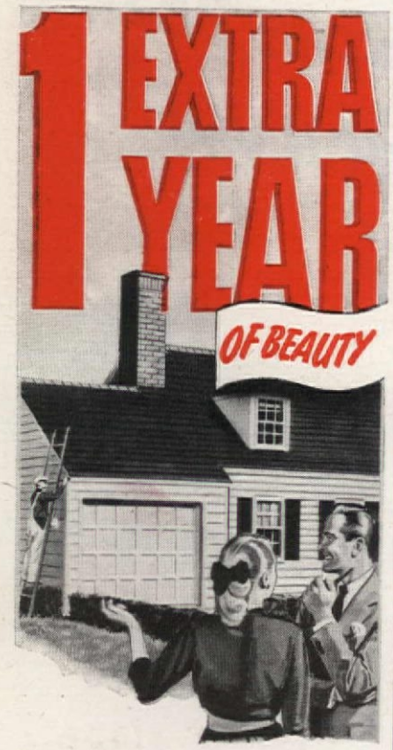
MAIL COUPON FOR FREE BOOKLET

National Gypsum Company, A-3-9
Buffalo 2, New York

Please send me a copy of your "Better Living" booklet at no obligation to me. ☐ My home is already built. ☐ I am building in the future. ☐ I am a student desiring special information.

NAME
ADDRESS
CITY

Something **Extra** *has been added to famous* **SWP** *House Paint*



SWP *House Paint stays* whiter, brighter—*longer!*

Best buy in home protection, for over 80 years . . . that's Sherwin-Williams SWP House Paint! America's favorite, SWP now brings you a great big extra bonus—beauty that lasts a full year longer than before!

In its whiter, brighter whites—or in its cleaner, more beautiful colors—SWP gives your home a "freshly-painted" look that stays on and on! More homes are painted with Sherwin-Williams SWP than with any other brand of paint. Today, more than ever, it's your greatest house paint value!

FREE BOOKLET on painting your home with SWP House Paint is now available at all Paint Service Center Dealers who display the "Cover-the-Earth" emblem.

SHERWIN-WILLIAMS PAINTS

COVER THE EARTH

LOCATE YOUR NEAREST S-W DEALER IN THE CLASSIFIED SECTION OF YOUR TELEPHONE DIRECTORY

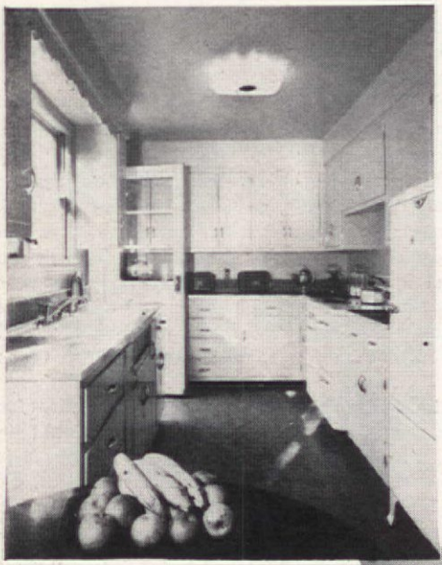
Home Study Plan

Rear view shows running dormer, making possible two upper bedrooms and bath. Sun deck above porch ideal place for enjoying cool ocean breezes

Yellow chartreuse used on walls and ceilings of all first-floor rooms. Floral draperies are gray-green with white and yellow accents

View into dining room past dividing bookcases shows antiques fitting happily amidst modern surroundings. Couch is a deep shade of green, pillows match draperies

(Begins on page 58)



Chartreuse and pale blue cabinets in kitchen, lined with rose. Counters and floors covered with deep blue linoleum

Simple straight stair leading to second-floor rooms has geometric railing, painted white. Traditional pattern hook rugs made by owner

estimates from your contractor and, in addition, discuss more clearly financial problems with your local bank or lending institution. We'll bet a dime to a dollar that you'll get so excited over these plans that you'll start collecting a Home Study Plan Reference Library! However, they're not to be confused with architects' working drawings; THE AMERICAN HOME has no idea of going into the stock plan business. Working drawings may be purchased from the architect direct.

Our first home is an eye-appealing, one and one-half story design just one block from the ocean at Sea Girt, New Jersey. Here we find a happy marriage of old and new, for its barn-red siding has all the nostalgia of early Connecticut farmhouses, while detail and window design are definitely contemporary. A crisp white porch leads to the formal entrance door, thence into a small but inviting hall. Tiny though this is, it leads directly into living room, kitchen, bedroom and, via a geometric-looking stairway, up to the upper two rooms and bath. Here's a house that could be complete on one floor since, in addition to rooms mentioned, there's a dining room and bath on the ground floor. Porch and garage could be added when need and purse allowed.

AMERICAN HOME STUDY PLAN ORDER FORM

Please allow two weeks for handling and mailing

The Home Study Plan for March 1949, includes architect's scale plans, elevations and details at ¼ inch to the foot, outline specifications and reprint of March 1949 editorial coverage of the house.

Price 50c

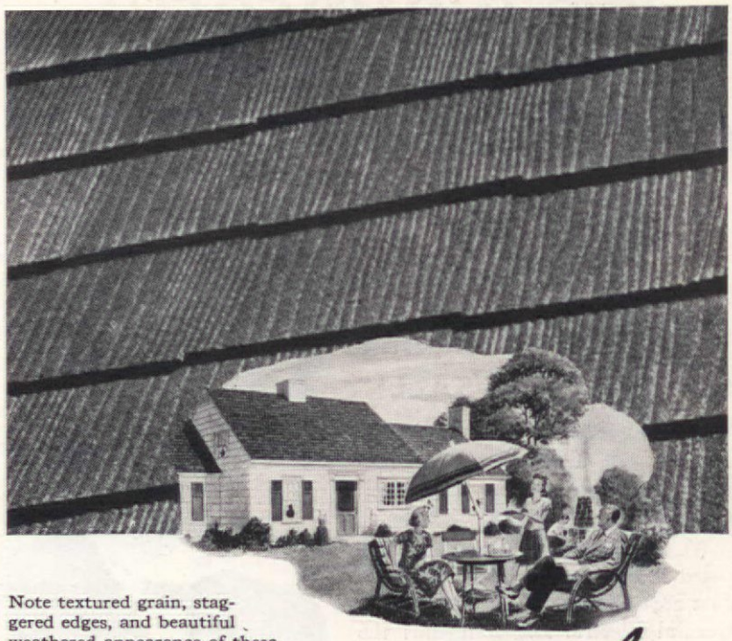
Name

Street Address

City Zone No. State

Print name and address in coupon, which will be used as label for mailing plan. Cut out order form and send with M.O. or personal check (please do not send stamps) to:

American Home, Department HSP, 55 Fifth Ave., New York 3, N. Y.



Note textured grain, staggered edges, and beautiful weathered appearance of these shingles. Come in several attractive colors.

the most Beautiful low-cost Asbestos Roof **ever developed!**

Johns-Manville "American Colonial"— the inexpensive asbestos shingle that lasts 35 years PLUS*

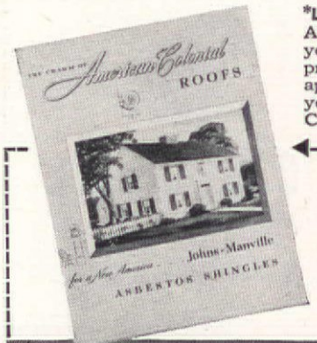
It's rotproof . . . fireproof . . . weatherproof. Permanent as stone! Not one has ever burned . . . not one has ever worn out!

JUST before the war, Johns-Manville introduced a new type of asbestos shingle—the most beautiful low-cost asbestos shingle in J-M's 90 years of roofing experience!

It's called the "American Colonial" and it has all the charm and beauty of weathered wood—yet it's made of asbestos and cement, two practically indestructible materials. Imagine a shingle so attractive also having the permanence of stone!

J-M American Colonials come in several pleasing colors to meet your preference or architectural requirements.

If you are considering a new roof for your present home, or plan to build a new home, we strongly recommend that you see your Johns-Manville dealer about this new development.



***LAST 35 YEARS PLUS!**— Thousands of J-M Asbestos Shingles have now been in service 35 years and more. They're still as fireproof, rotproof, and weatherproof as the day they were applied. No signs they won't last another 35 years or more! That's why we say American Colonial Asbestos Shingles last 35 years PLUS.

FREE Write today for a FREE copy of our full-color brochure, "American Colonial Asbestos Shingles." Address: Johns-Manville, Department AH- 3, Box 290, New York 16, New York.

JOHNS-MANVILLE JM PRODUCTS

Johns-Manville
BUILDING MATERIALS

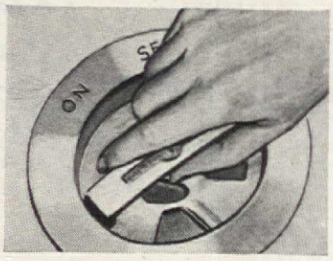
IT'S WONDERFUL— NEVER HAVING GARBAGE!

It's wonderful having the G-E DISPOSALL!*

There's everything wonderful about a garbage-free home. Your kitchen always clean. Your kitchen work so much easier. No more germy garbage can.

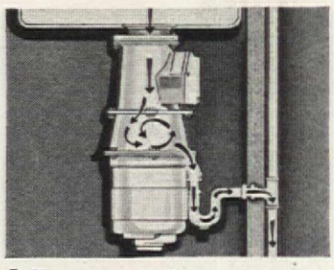
Wonderful having all food waste disposed of *immediately* right in the sink. Just see—in these pictures—how the General Electric Disposall ends the pesty nuisance of garbage:

1. Scrape all food waste—pits, peelings, fruit rinds, even chop and fish bones—into the drain opening. That's the last you see of them.



2. Lock protecting cover with a twist to the left. Notice openings in the cover for clean, flushing water to enter the Disposall as it works.

3. Turn on cold water. This automatically starts the Disposall action. Food waste is shredded into tiny particles, flushed into sewer or septic tank. The Disposall works perfectly with either sewer or septic tank.



4. Throw away that garbage can. You'll never see garbage again. You'll agree with Disposall users who say: "My kitchen's a million times cleaner," "The Disposall's my favorite appliance," "I'd never give it up!"

SEE YOUR RETAILER TODAY!

He'll be happy to give you a demonstration of how easily and efficiently the Disposall works. He'll show you how simply it can be installed in your kitchen—how it fits most every sink. Ask, too, about the All-Electric Sink that teams up a General Electric Dishwasher with the Disposall! General Electric Co., Bridgeport 2, Conn.

*Trade-mark Reg. U. S. Pat. Off.

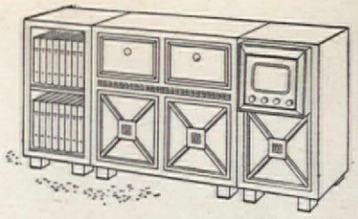
DISPOSALL

DISPOSALL MEANS GOOD-BY TO GARBAGE AUTOMATICALLY!

GENERAL ELECTRIC

Radio-Television

(Begins on page 46)



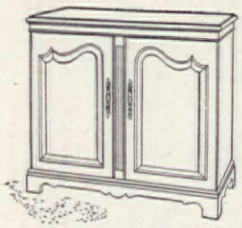
Admiral makes separate units: radio-phono gets AM-FM, plays standard and LP records, $300.* Separate matching TV unit, $330.* Record cabinet, $33*

Some radio-phonographs have dual-speed turntables, 33⅓ rpm (single record or automatic) and the conventional 78 rpm. Also little boxlike 33⅓ rpm attachments are available. With an automatic changer, the 33⅓ speed can mean 4 hours of continuous music.

HOME RECORDING—The making of personal records (for voice-training, for instrument instruction, or just for fun) usually is done via a special cutting needle on blank phonograph records or via wire. In the former, a special cutting arm usually is mounted at one side for "recording" with the regular listening tone arm at the other for the "play back." In wire recording, stainless steel wire is pulled at high speed past a recording head which re-aligns the surface molecules magnetically to record sound. It's played back by running past a sound head. The wire can be erased and re-used indefinitely. Both methods are available, either built-in or as attachments.

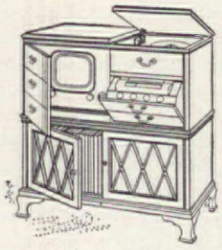
ANTENNAS—While most sets today have antennas and ground built in (for standard, for FM, and for short wave), it's still advisable, usually, to put up an outside antenna and bring in a lead-in in the old-fashioned way. Stronger signals then are brought to your set, the signal-to-noise ratio is better. Of course, in a metropolitan area, fine reception of near-by stations is possible with built-in antennas. But on more distant stations, the stronger signal is important. Easy-to-install antenna kits are inexpensive. A few dollars invested here may mean added pleasure from an instrument involving hundreds.

TRADE-INS—For no good reason, the practice of trading in an old radio at the purchase of a new radio-phonograph has become surprisingly usual. But care should be taken on this. The old set may still have worth (as a game room unit, in a summer home, for daughter's room, in a church, school or hospital). Consider whether you'd not rather use it in this way. Then observe that the "net" price is the better basis of comparison between brands rather than the amount by which the list price may fictitiously be reduced. Sometimes a long trade-in is simply a come-on to aid sales. A more important consideration is the happiness your family will derive from this investment over a period of years.



French provincial model in cherry has intermix record changer, AM-FM radio. Capehart. $495*

FM—Frequency Modulation (FM) is an important new broadcasting service. Most large cities now have at least one FM station. If this station is affiliated with a standard broadcast (AM or Amplitude Modulation) station, the chances are that its programming is often the same as that of the parent station but with a noticeable difference in quality of reception. Independent FM stations, of course, have their own programming. A special FM circuit must be built into a set to get FM stations. Before buying FM, be sure that FM stations are available to you. Some consoles are AM only; in some, FM is optional; in others, it's a built-in must. Some let you add it later. Also, separate FM tuners which can convert AM sets are available. Inci-

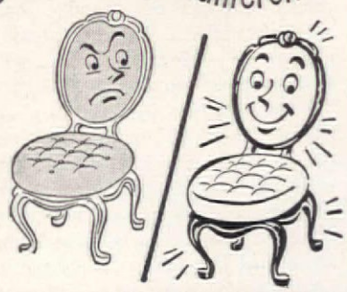


RCA Victor 3-way radio-phono-TV instrument has 52 sq. in. screen, 12 inch speaker, at $595*

Examine all types of record changers to pick one best for your needs. Learn how each works. Some play 10 and 12 inch records intermixed, some don't. This Capehart job turns each record over in exact sequence

By all means master the controls on your new television set. Get explicit directions on station selector, contrast, brilliance controls. Find out about polarized and aluminized screens. This is Magnavox table model

What makes the difference?



LIN-X
CLEAR-GLOSS VARNISH

Yes, and what a difference! That clear, tough, long-lasting coat of Lin-x Clear-Gloss Varnish protects and beautifies floors, woodwork, furniture, printed linoleum, boats, countless other surfaces—resists boiling water, sizzling cooking greases, alcoholic beverages. *And* so EASY to use—just brush it on!

At your paint, hardware and department store!

Guaranteed by Good Housekeeping

Distributed by
Acme White Lead & Color Works, Detroit • The Lowe Brothers Co., Dayton • John Lucas & Co., Inc., Philadelphia • The Martin-Senour Co., Chicago Rogers Paint Products, Inc., Detroit • The Sherwin-Williams Co., Cleveland

YOU'LL BE GLAMOROUS in a
Nylon Twin-Set

FEELS LIKE CASHMERE... WEARS 9 TIMES LONGER!

Something really new for your basic sweater wardrobe!... Luxuriously soft DuPont wooly nylon in classic short sleeve Pullover and 6-button casual Cardigan by Qualitex. Wear them singly or as two-somes. Revel in their lovely beauty. Pastel colors more luscious than any you have ever seen in wool. Nylon knit... kind to the skin, non-irritating. Moth-proof. Quality sweaters that are better looking, longer wearing. A wonderful buy!

THERMO-SET TO RETAIN SHAPE AND PREVENT SHRINKAGE!

Thermo-Set... heat treated just like your nylon stockings to prevent stretching, sagging. No blocking necessary. Easy to wash. Dry in a jiffy. Full sizes—34 to 40. Pure white and colorfast pink, blue, maize. Satisfaction guaranteed. Send your order now.

We pay postage with check or money order. Postage extra for C.O.D.'s
QUALITEX MFG. CO., 1702 Beury Bldg.
3701 NORTH BROAD STREET, PHILA. 40, PA.

NO HULLS
ALWAYS POPS—CRISP TENDER
JOLLY TIME POP CORN

LEARN LANDSCAPING

Profitable career—absorbing hobby for men and women! Thorough home-study course in landscaping, garden design. 45 lessons, beautifully printed and illustrated. Learn in spare time, 8–12 months. Hundreds of successful graduates all over the world. 33rd year. Write for Free catalog today.

AMERICAN LANDSCAPE SCHOOL
6502 Grand Avenue, Des Moines 12, Iowa

Radio-Television

(Begins on page 46)

dentally, while reception usually is of better quality than standard broadcasting, that, too, is a rule that has exceptions. A good standard station can surpass a mediocre FM station.

TELEVISION—One sure sign of acceptance by the U. S. public of any new thing is a nickname, the first step in familiarity. Now, just as the telephone has become "phone," so television to its fans is—TV.

Eventually almost all the U. S. will have good television—just as network radio is now everywhere. TV chains now are in the making, some linkings already exist. Boston to Richmond (through New York, Philadelphia, Baltimore, Washington with intermediate cities also receiving reception) and out to the Buffalo, Pittsburgh, Cleveland, Detroit, Chicago, Milwaukee, St. Louis region—intercity programs in these areas are usual. New York and Washington contribute much of the entertainment.

But because of months required to get coaxial cables and relays installed, it may be a couple of years before Hollywood entertainment will be enjoyable nationally. Normal long-distance phone wires are not capable of handling TV, as they do radio.

In the meantime, however, the quantity of entertainment on the air, in most major cities, is grand, even though room for improvement exists (and that's coming rapidly). The time has come when you, if you live in a TV area (within 50 miles of a TV city), should be, if you're not already, looking at sets.

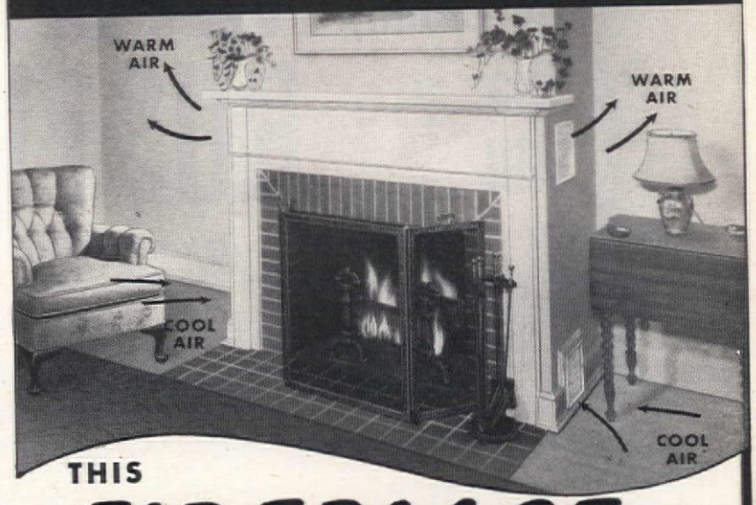
For your guidance, at that time, here are a few bits of basic information and some check points—perhaps they'll make your shopping a little easier and more pleasant.

PRICE—TV sets run from $150 (not including installation) up to $4,000. Size of picture, speakers, the cabinet and inclusion of radio and phonograph are factors in price differences. Installation involves $45 to $100.

YOUR PRESENT RADIO—You probably know this already—but, just in case: Television is not radio, TV signals are broadcast in an area of the spectrum far removed from normal standard radio broadcasting. Your present AM radio set can't pick up either television sight or sound (regardless of any contrary impression you may have picked up from a label or in literature). Thus, since most television sets handle only television sight and sound, you'll want to retain your present radio or radio-phonograph, or else make new arrangements for these services.

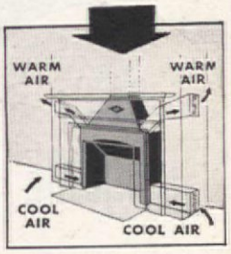
As to whether television, radio and phonograph, all three, should be in one cabinet—that's a matter of taste and room arrangement. Your investment will be about the same whether you have one instrument or two.

Warms ALL the Room On Cool Spring & Fall Days



THIS
FIREPLACE
actually circulates heat;

The Heatilator* Fireplace works on the principle of the warm-air furnace. It actually draws cool air from the floor level, heats it, and circulates it to far corners, even into adjoining rooms. It warms the entire room uniformly and comfortably, banishes chilly floors and drafty corners.



Helps Cut Fuel Costs

In thousands of homes, the Heatilator* Fireplace makes furnace fires unnecessary on cool spring and fall days. It keeps the entire house comfortable, saves the waste and bother of starting and re-starting the furnace, cuts dollars from fuel bills.

Used and proved from coast to coast, the Heatilator Fireplace is indorsed by thousands of enthusiastic owners. Many claim it is the only heating equipment needed by most homes in mild climates.

Will Not Smoke

The Heatilator unit is a scientifically designed steel form that serves as a form for the masonry of any style fireplace. It assures proper construction, eliminates common faults that cause smoking.

Add Little to Cost

Complete from floor to flue, the Heatilator Fireplace unit affords substantial savings in labor and materials; adds little, if any, to the cost of the finished fireplace.

Your fireplace must serve you a long time, so insist upon this unit that has been proved for 21 years in thousands of homes and camps all over America. The Heatilator name on the dome and on the damper handle is your protection—accept no substitute. Sold by leading building material dealers everywhere. Mail the coupon now for complete information.

Heatilator Fireplace

* Heatilator is the reg. trade mark of Heatilator, Inc.

For Camps

Makes camps and summer homes livable weeks longer every year . . . earlier in spring, later in fall, and for winter week-ends.

Basement Rooms

Solves the difficult problem of heating basement rooms. Warms recreation rooms, and hobby workshops quickly and thoroughly.

HEATILATOR FIREPLACE
T.M. REG. U.S. PAT. OFF.

HEATILATOR, INC.
122 E. Brighton Ave., Syracuse 5, N. Y.

Please send free illustrated booklet, pictures, construction and advantages of the Heatilator Fireplace.

Name.....
Street.....
City.....Zone.....State.....

now screening that will **NEVER RUST!**

at an amazing low price!

CAN'T CORRODE

AMAZINGLY STRONGER

CAN'T STAIN THE HOUSE

It's true. You can now get rustproof screening and save money, too! LUMITE, the new miracle plastic, actually costs only 11½-12¢ per square foot—much less than any other quality screening.

And LUMITE lasts longer because it never rusts or corrodes—never stains paint under windows—never needs painting to prevent rust in any climate, anywhere.

If you like, you can easily frame it yourself. See simple instructions below.

Order LUMITE from your hardware, lumber or building supply dealer. Write for free sample to Dept. A-H 1, LUMITE DIVISION, Chicopee Manufacturing Corp., 47 Worth Street, New York 13, N. Y.

FACTS FOR ARCHITECTS AND BUILDERS

Effects of Acids, Alkalies and Solvents — Essentially none.

Non-inflammable—Will not support flame. Melts at 340° F.

Tensile Strength, Ultimate (of filament)—Up to 50,000 lbs. per square inch.

Impact Strength—Greater than conventional screening.

Installation—Cut with ordinary scissors. Fold cut edges under one-half inch. Tack every 1½ inches through two thicknesses.

Being elastic, LUMITE will automatically draw itself into a snug firm fit.

*®

INSIST ON RUSTPROOF SCREENING

Guaranteed by Good Housekeeping

LUMITE*

Woven of saran

Radio-Television (Begins on page 46)

USING A RADIO-PHONOGRAPH FOR TELEVISION SOUND—A small trick, easily accomplished, is the installation of a pig-tail connector from your new television set to a near-by console radio-phonograph so that its fine speakers and audio power can be used for the sound output of the television set. A switch, costing about $5 or so, can be installed (by any installation man) for easy switching of the sound one way or the other.

SIZE OF PICTURE—Very large pictures can be accomplished via "projection"—a small picture tube shoots the picture at a mirror, then through a lens, then off another mirror, then against a treated glass plate. Loss of light occurs during the trip but good projection is pleasant television.

All other television is "direct view" meaning that the picture which you see is, actually, the end of a cathode ray tube or kinescope.

Direct view picture tubes are known as 3 inch, 7 inch, 10 inch, 12 inch, 15 inch, 16 inch and 20 inch (the dimension refers to the diameter of the circular face of the tube, the face upon which the picture appears).

The picture is a rectangle and must fit upon the circle of the tube, thus the picture on a 7" tube will measure not quite 7" from lower left-hand corner to upper right-hand corner—as a rectangle, it measures about 4" high by 6" wide, roughly the width of three news columns by 4" high.

The 10" tube produces a picture slightly over 6" high by 8" wide (about 52 square inches) and, generally, is thought to be adequate; the 12" tube picture hits about 7" x 10" (some 72 square inches) and might be termed the deluxe family picture. Sitting fairly close to a 12" tube, you get the illusion of a screen much larger than that of a theater.

Some sets reproduce the picture as a circle or as a rectangle with rounded sides. This enlarges center portion of the picture but loses the corners.

Projection sometimes runs up to 15" by 20" (the size of a news page).

WHAT LIES AHEAD? Who can tell? Certainly, ample evidence exists that what is on the market today (after 15 years of development) probably is close to what will be offered for many years to come. While small refinements in cabinets and circuits are to be expected, the major components (picture tubes, projection systems, speakers, tuning controls, etc.) seem to have been tested in both laboratories and public acceptance to the point where they will be considered about right for today and tomorrow.

Mr. and Mrs. Home Planner

Did You Get Your Free Copy?

It's your guide to wise Heating System Selection

Before you select a heating system, you'll surely want to read "Enjoy Better Living with Radiant Sunny Warmth." This booklet is designed expressly to reveal to you the many things modern Radiant Ray* Heating will do for your greater comfort.

Illustrated in full color, "Enjoy Better Living" will clear away your uncertainties as to what kind of heating will best serve you. It's interesting and *important* reading—containing facts based on the results of heating investigations in the I=B=R Research Home at the University of Illinois.

Send for your copy today—your choice of a heating system has a most important bearing on the pleasure you get from your home in all the years to come.

Radiant Ray Heating*

gives you the six essentials—

1. Radiant Warmth
2. Correct Heat Distribution
3. Flexibility
4. Durability
5. Fuel Economy
6. Domestic Hot Water

***The warmth you get with radiators, baseboards, panels and convectors.**

The *Institute* of Boiler and Radiator Manufacturers

The Institute of Boiler and Radiator Manufacturers
60 E. 42nd St., Dept. B-15C, New York 17, N. Y.
Please send Free Booklet "Enjoy Better Living with Radiant Sunny Warmth."
Name.....
Address.....
City.....Zone.....State.....

I=B=R REG. U. S. PAT. OFF.

As to the oftheard and over-publicized rumor that our present TV may be temporary and that color can be here soon, best indications are that color will be a laboratory matter for many years and that when it comes, it probably will cost much more and should not obsolete present sets.

SOME POINTS TO QUESTION WHEN SHOPPING

ALUMINIZED PICTURE TUBE—An "aluminized" tube (it has a special coating on its inner face) produces a brighter picture. With this added brightness, you can insert a screen (usually Polaroid) in front of the picture tube to cut down glare. A bright picture with sharp blacks and whites but without a gray haze results, room light is prevented from reducing picture quality.

SPEAKER SYSTEM—As with a radio-phonograph, the number and size of speakers are basic to tonal quality. Ask your salesman about this. Turn the set around. Count the speaker or speakers and measure them. Examine the speaker motors (the driving mechanism behind the cone), they must be substantial. Sound should be excellent. If it's lifelike, if artificiality is at a minimum, the illusion of "being there" is heightened substantially. That's especially true when music is involved (as it so frequently is). A 12" speaker is good (going much smaller you get into the tonal quality of table radios), two 12" speakers or an audio system involving one large bass speaker and a group of small treble speakers is better.

TYPE OF CABINET—Fine furniture is available. Good TV console units run around $425—and combinations are available at $600 or so—good mahogany or bleached wood—period, modern or provincial chests—with doors that close when the set's not in use. Unless styling of the first set appeals, keep looking.

Details like bulges, exposed controls, conspicuous trade-marks and odd cabinet shapings should be checked. The quality of panels and veneers should conform with fine furniture standards. Hardware should be right as to lines and quality.

A lot of shopping is advisable to get a good education on all points.

OPERATION—Be sure that you understand, precisely, how to get the most from the set you buy. Knowing all about each control will help you get maximum quality of picture and sound. Operating a TV set is easy, small children do it every day.

Tuning is not much different from tuning a radio set. First the station is selected, then the sound is tuned, then the picture is turned on, then it's sharpened. As your viewing habits become established, you'll probably find yourself leaving all controls "as is" from one night to the next, just turning the set "off," then "on."

INSTALLATION—Whether to choose a $45 ninety-day or a $65 twelve-month guarantee is a question you may have to answer. Usual fees are

Points of Advantage that make

BASE-RAY RADIANT HEATING

the Last Word in Comfort!

DRAFT-FREE HEAT means real comfort—with BASE-RAY there are no objectionable drafts or air currents.

BASE-RAY* Radiant Baseboards are hollow cast-iron units (only 7" high) which replace the customary wooden baseboards on outside walls and are supplied with hot water or steam from your regular heating boiler. BASE-RAY heating makes homes wonderfully comfortable. It warms walls and floors with *clean, even, draft-free, radiant* heat. And with BASE-RAY you get rid of unsightly registers and other heating units that rob you of usable space. Easily installed in new or old houses. For further details mail coupon below.

*Reg. U.S. Pat. Off.

BASE-RAY is available in two models, *Standard* and *Hy-Power* (shown above). The latter is designed especially for rooms that are hard to heat.

Member of the Institute of Boiler and Radiator Manufacturers

Burnham Corporation
PIONEERS OF RADIANT BASEBOARD HEATING
Irvington, N.Y.

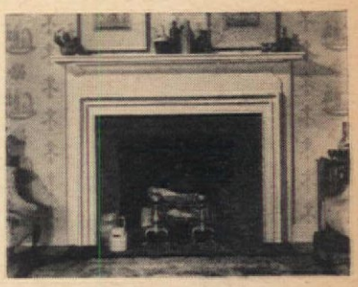
Burnham Corporation **Dept. A.H.39**
Irvington, N. Y.
Please send folder telling how BASE-RAY Radiant Baseboards can add comfort and beauty to my home.
Name_____
Address_____
City_____ State_____

It's a Pleasure..

CHOOSING YOUR CURTIS WOODWORK!

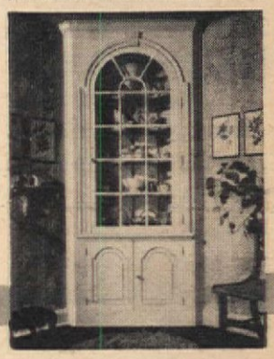
You'll thrill to fresh beauty—you'll marvel at the moderate cost—when you choose the woodwork for your home from the Curtis Woodwork line! It's a pleasure to pick *your* mantel—*your* entrance—*your* china cabinets and other woodwork—from designs by famous architects—because Curtis quality will fit any new or remodeled home, any budget! Here are examples:

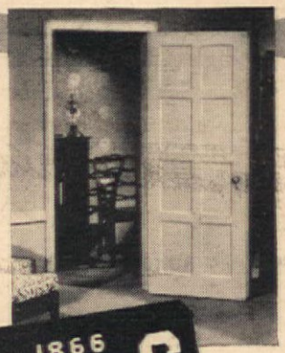
Made like fine furniture, Curtis mantels have that "custom-built" look. Illustrated is Curtis mantel C-6063—an enduring tribute to good taste. Fourteen other beautiful designs await your choice!



You can see the sure touch of a master designer in this charming Curtis entrance—design C-1730. Suitable for both new work and remodeling. Curtis entrances assure lasting value for your home. There's a wide selection to suit every taste.

Formal and dignified is this very beautiful Colonial cabinet by Curtis—design C-6505. The upper shelves are scalloped and have molded edges. One shelf in lower compartment. See other styles at your Curtis dealer's.





New Beauty for Interior Doors

WITH PRESPINE PANELS

Yes—only Curtis can offer you doors with the wonderful new Prespine panels. Prespine, made of natural wood, has a satin-smooth surface that gives new beauty to paints, stains or other finishes. What's more, Prespine has extra toughness to take hard use. For lifetime satisfaction, insist on Curtis doors with the new Prespine Panels.

1866 CURTIS WOODWORK

SEND FOR THE CURTIS WOODWORK BOOK!

CURTIS COMPANIES' SERVICE BUREAU
264 Curtis Building
Clinton, Iowa

Please send me your Curtis Woodwork Book for building and remodeling. I enclose 10 cents.

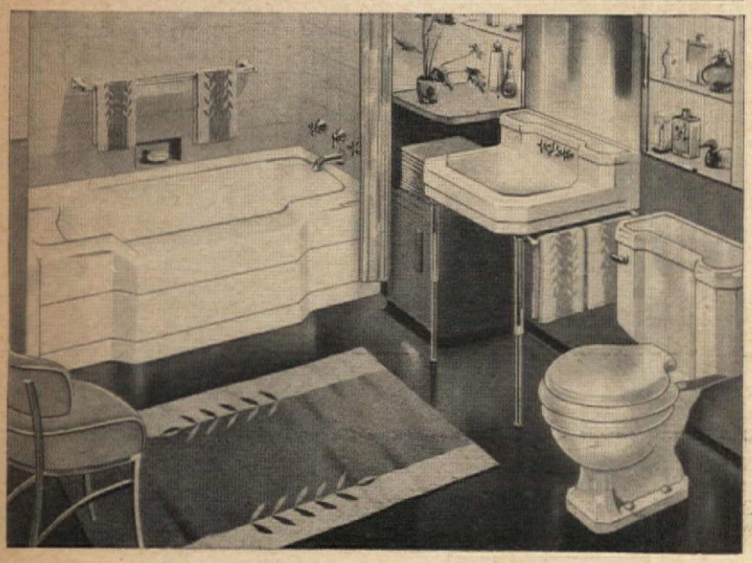
Name.....

Address.....

City.....*State*.....

MAKERS OF FINE PLUMBING FIXTURES SINCE 1904

ELJER



"I'm a walking testimonial..."

"When we remodeled our bathroom, we installed Eljer Plumbing Fixtures . . . and now, I'm a walking testimonial. They're beautiful and easy for me to keep clean and new-looking."

Eljer Fixtures *are* beautiful . . . with just the right amount of "modern" in the styling. And, one big reason why they are easy to keep sparkling clean is that the lustrous vitreous chinaware resists scratching and stains. It is impervious to the effects of all ordinary acids . . . because it is *real china.*

Eljer Bathtubs have a base of *rugged, rigid cast-iron* that makes possible a smooth, extra-thick coating of glass-like enamel that will last a lifetime, with ordinary care. Your plumbing contractor will help you choose Eljer Fixtures, in white or pastel colors, to suit every requirement. For free booklet, write Eljer Co., Box 192, Ford City, Pennsylvania.

THE HEART OF YOUR PLUMBING SYSTEM

Eljer's beautiful, chrome-plated brass fittings feature new, exclusive construction principles that assure long, satisfactory service, but, *all* wearing parts are *easily renewable.* Just another reason for specifying Eljer Fixtures with Eljer Brass, in bathroom, kitchen and laundry.

ELJER CO. FACTORIES AT: FORD CITY, PA., SALEM AND MARYSVILLE, OHIO, LOS ANGELES, CALIF.

Radio-Television (Begins on page 46)

$45 or so for installation plus 90-days' free service (with a full year warranty on the picture tube) or $65 or so for installation plus 12-months' free service. Sometimes consoles involve higher fees, sometimes not. Service calls run $3.50 or so plus parts after the guarantee period. Picture tubes should last years (they're used but a couple hours daily—and they're built for thousands of hours).

Installation consists of a dipole antenna (worth $10 or more) on the roof plus special lead-in wire, arresters, and fittings. Labor required can run two men for four hours plus travel time. Problems presented are icy roofs, preventing leaks, avoiding chimney damage, etc. The installation charges will strike you as reasonable after you've had a chance to watch a crew in action.

COST OF OPERATION—The electricity your TV set will consume is so little that you probably won't notice it on your bill. Your cutting down of lights in use should just about offset it.

SUMMARY—Check furniture, check tone, check features. All are more important than prices. Judge furniture quality as you would any living-room furniture, judge tone and power by good test records and by your ear.

Merchandise appearing in photographs on pages, 46, 47, 48, 49, 118, March, 1949 issue:

Globe map—Rand McNally & Co.
Desk chair—Hans Knoll Associates
Spot light—Century Lighting Co.
Columbia Masterwork records—Liberty Music Shops, Rudolph Wurlitzer Co.
Lounge chair—The Manor House
Accessories—Designed for Living
Cello, violin, music rack—Rudolph Wurlitzer Co.
Side chair—The Manor House
French arm chair, clock, wall scones—James Amster
Grecian chair—Dunbar Furniture Co.
Charles Eames chair and table—Herman Miller Furniture Co.
Dishes—Spode, "Florence" pattern, by Copeland & Thomas
Silver—"Reverie" (Nobility Plate) by Empire Crafts
Cloth & napkins—Norfolk pattern by Simtex Mills
Glass bowl (with flowers)—"Cape Cod" Imperial Glass
Coffee spoons—Melrose pattern, The Gorham Co.
Bud vase—Black, Starr & Gorham

BASIC DATA for future reference

DREAM STUFF

• Want to make that long-standing dream of a den come true? You can easily turn the dream to reality, assisted by the soft-textured Western Pines.*

• Whatever the room or corner you envision, the even-grained Western Pines can help you endow it with stateliness or a warm informality. Remember the many uses of these lovely woods, and their low cost, when you begin to build.

• Want a whole book-full of ideas? Send for "Western Pine Camera Views," a picture book that swarms with ways to build with beauty. Free for the asking, write: Western Pine Association, Dept. 215-F, Yeon Building, Portland 4, Oregon.

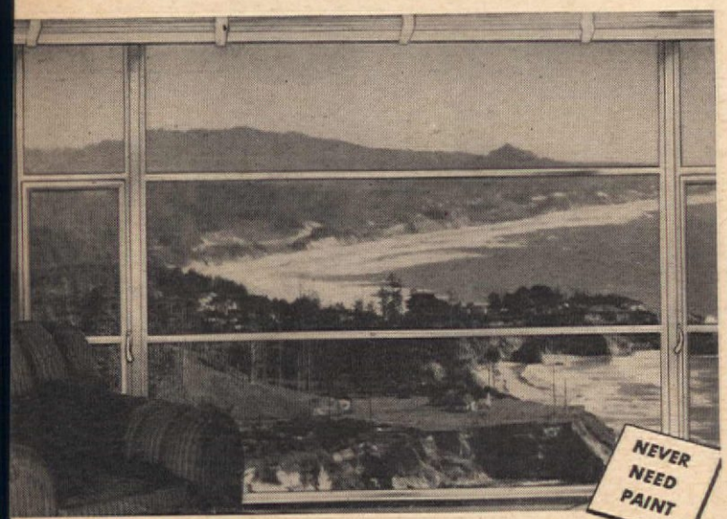
These are the WESTERN PINES

*IDAHO WHITE PINE
*PONDEROSA PINE
*SUGAR PINE

How to Buy Radio and Television

THE AMERICAN HOME Spotlight of the Month for March is turned full force upon the exciting new radio-phonographs and television sets. This promotion, planned especially for department store use, is based on the article which starts on Page 46 of this issue, "How to Buy a Radio-Phonograph or Television Console." A partial list of the participating stores appears below. If one of them is located in your city, make an early March shopping date and see the ideas you've read about dramatically brought to life. You can identify this Spotlight by our slogan, "ENTERTAINMENT BEGINS AT HOME."

Akron, Ohio—The M. O'Neil Co.
Allentown, Pa.—Hess Brothers
Altoona, Pa.—The Wm. F. Gable Co.
Atlantic City, N. J.—M. E. Blatt Co.
Baltimore, Md.—Hochschild Kohn & Co.
Birmingham, Ala.—Loveman, Joseph & Loeb
Boston, Mass.—Jordan Marsh Co.
Bridgeport, Conn.—Howland Dry Goods Co
Brooklyn, N. Y.—Abraham & Straus
Chattanooga, Tenn.—Miller Bros. Co.
Chicago, Ill.—The Fair
Cleveland, Ohio—Halle Bros. Co.
Crenshaw, Cal.—Broadway Department Store
Dallas, Tex.—Sanger Bros., Inc.
Detroit, Mich.—Crowley, Milner Co
Fort Wayne, Ind.—Wolf & Dessauer
Grand Rapids, Mich.—Wurzburg Co.
Hartford, Conn.—G. Fox and Co.
Hollywood, Cal.—Broadway Department Store
Houston, Tex.—Foley Bros.
Lansing, Mich.—J. W. Knapp Co.
Los Angeles, Cal.—Broadway Dept. Store
Louisville, Kentucky—Stewart Dry Goods Co.
Lowell, Mass.—Bon Marche, Inc.
Lynchburg, Va.—Guggenheimer's, Inc.
Milwaukee, Wisconsin—Boston Store
Newark, N. J.—L. Bamberger & Co
Oakland, Cal.—John Breuner Co.
Pasadena, Cal.—Broadway Department Store
Pontiac, Mich.—Waite's, Inc.
Portland, Oregon—Meier & Frank Company
Poughkeepsie, N. Y.—Luckey, Platt & Co.
Sacramento, Cal.—John Breuner Co.
St Louis, Mo.—Famous Barr Co.
St. Paul, Minn.—Schuneman's, Inc.
Salt Lake City, Utah—ZCMI
San Diego, Cal.—Walker-Scott Corp.
San Francisco, Cal.—The Emporium
Schenectady, N. Y.—H. S. Barney Co.
Sheboygan, Wis.—H. C. Prange Co.
Spokane, Wash.—The Bon Marche
Springfield, Ohio—Edward Wren Store
Stockton, Cal.—John Breuner Co.
Tacoma, Wash.—Rhodes Bros.
Tampa, Florida—Maas Brothers
Tulsa, Oklahoma—Brown, Dunkin D. G. Co.
Washington, D. C.—The Hecht Co.
Wichita, Kansas—Geo. Innes Co.
Williamsport, Pa.—Carroll House
Youngstown, Ohio—Strouss-Hirshberg Co.



Beautiful Windows with TIMM Aluminum Casements For Your New Home

New Window Beauty—More Sunshine Lifetime Service—No Upkeep Cost

If you're building, planning or just dreaming about YOUR NEW HOME, be sure to get your copy of the colorful NEW brochure "The Everlasting Beauty of TIMM Aluminum Windows." Made to capture the Beauty of California Living, TIMM Aluminum Windows have sleek, modern, narrow lines to accent any style of architecture. NEVER NEED PAINT. Precision made, won't rust, warp, shrink or stick. Used by the nation's leading architects.

FREE! CALIFORNIA WINDOW IDEAS *Write today for your free copy.*

Please check: I am going to build ☐ I am going to remodel ☐ I am developing plans ☐

TIMM Industries, Inc. Dept. -AH 349
5245 W. San Fernando Rd.
Los Angeles 26, Calif.

Please send me at once without cost or obligation your beautiful brochure on Timm Aluminum Windows.

Name_____
Address_____
City_____ State_____

Good Riddance To Bad Garbage

1 Simply remove control cover and scrape table refuse into drain opening. Replace control cover and turn handle to ON position.

No more trips through rain and snow to the garbage can—no more household pests attracted by garbage!

Hotpoint Disposall

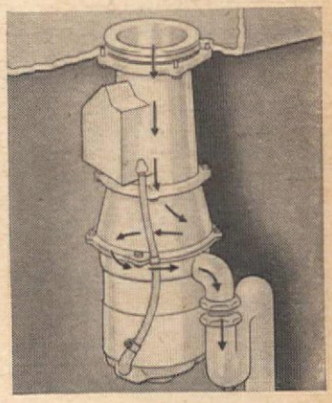
Instantly Banishes Garbage the Modern Way!

BEFORE table refuse can even become garbage, the new Hotpoint Automatic Electric Disposall® shreds it to a pulp and washes it down the drain! You simply scrape refuse into the drain—turn on the cold water—and your job's done! This efficient food disposer is safe, odorless and self-cleaning. Let your nearest Hotpoint dealer show you how economically the Disposall can be installed in practically any sink.

HOTPOINT INC. (*A General Electric Affiliate*), CHICAGO, 44

2 You turn on the cold water, which automatically starts the action. Table refuse is shredded to bits and washed down the drain.

- More than 125,000 in use
- Costs less than 10c a month to operate
- Full year warranty
- Can be used with any sewage system, including septic tanks and cesspools



3 Here's how the Disposall looks and performs. Arrows show how waste is carried down the drain. The self-scouring unit is kept sparkling clean!

Everybody's Pointing To Hotpoint Disposall

Add New Comfort and Fuel Economy with the CHAMBERLIN SYSTEM!

America's greatest values in

★ WEATHER STRIPS ★ STORM WINDOWS

★ ROCK WOOL INSULATION

You'll never know how comfortable your present home can be, until you take advantage of the "Chamberlin System." No matter how old your home is, Chamberlin can bring you the comfort, fuel savings, downright enjoyable indoor living climate of a new home. Chamberlin does this because only Chamberlin has 52 years' skill and experience installing all three: wall-thick ROCK WOOL INSULATION, for winter warmth and summer coolness; rustproof metal WEATHER STRIPS tailor-fitted into windows and doors by experts to halt drafts, rain, dirt; and handsome, attractive, all-metal STORM WINDOWS that permit easy insertion of screens in summer . . . quick-change from inside your home! "The man to see, knows all 3."

Only nation-wide Chamberlin, with 40 factory branches, 1,000 factory-trained mechanics and a policy of *undivided responsibility*, offers you all three home-comfort services. Only Chamberlin has 52 years of experience and an outstanding record of bringing maximum indoor comfort, plus high fuel savings, to nearly 3 million homes and buildings. Proper installation is half the job . . . Chamberlin does it right! You buy only once in a lifetime . . . play safe! Have the job done by Chamberlin! Terms available. Call the Chamberlin Man today! (See phone book.) Or mail coupon below!

WEATHERSTRIPS ★ ROCK WOOL INSULATION ★ COMBINATION WINDOWS — The CHAMBERLIN SYSTEM

Buildings too!

Owners and managers of hotels, schools, institutions, stores, theaters . . . every type of building . . . report large fuel savings, added comfort through the "Chamberlin System." Write for facts.

Chamberlin Company of America,
Dept. 43, 1254 LaBrosse Street,
Detroit 26, Mich.

OVER 50 YEARS OF SERVICE
CHAMBERLIN
CHAMBERLIN COMPANY OF AMERICA

☐ Please mail free book, "A Guide to Home Comfort"
Please send Chamberlin Man to make free survey (at no obligation) on ☐ home or _____ (type of building)

Now own ☐ Now building ☐ Student Data ☐

Name _____

Address _____

City _____ Zone _____ State _____

From Your Own Garden

Mrs. Helen F. Dietrich, Mrs. Catherine S. Hemingway, and Jack Roche, cooperating

We have already mentioned some of the more commonly forced spring-flowering shrubs. But have you known the spring-preview thrill of bringing a branch of Magnolia soulangeana into bloom? Water (in the container and occasionally sprayed on the twigs) and a warm, sunny window will perform this miracle. The magnolia-pine combination suggested here will seem natural to anyone who has enjoyed the never-to-be-forgotten garden picture of the white and rosy lilac flowers against a dark evergreen background. The white pottery vase has a faint pink undertone that especially fits it for these two-toned blossoms. . . . But with spring at hand (and all the vital preparations therefor), one doesn't expect to spend much time on indoor arrangements—unless, of course, one is taking part in one of the seasonal flower shows. "Taking part" can mean either as an exhibitor or as a visitor, for there is much for each to learn and enjoy at the shows. Flower Show dates: Cleveland*, 5-12; Boston°, 13-19; St. Louis°, 13-20; New York□ and Philadelphia□, 21-26; Kansas City†, 25-27; Detroit▲ and Los Angeles▲, 26-April 3. Natchez (Miss.) Garden Pilgrimage*, 5-April 3. St. Petersburg (Fla.) Azalea, Camellia, and Orchid Show•, March 15.

VENETIANS OF ACME Galva-bond STEEL

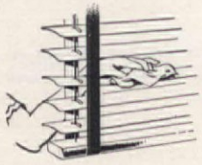
STEEL FOR SMARTER STYLE

Because steel is strong, each Galva-bond slat can be "thinner," more delicate in appearance, gracefully curved. The smooth porcelain-like finish reflects light softly to flatter any decorative scheme.

STEEL FOR LONGER LIFE

Venetian blinds of Galva-bond Steel bend without buckling, and hold their shape because steel gives them strength with flexibility. The special galvanizing-bonderizing process is the best-known method of giving the finish lasting beauty and long life.

STEEL FOR EASIER CLEANING



So simple and convenient to dust! Galva-bond Steel slats flex at a touch. And the smooth, nonporous finish keeps cleaner longer . . . resists smoky, grimy stains, even when hung in kitchens.

A beautiful choice of decorative colors

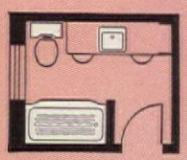
ACME Galva-bond STEEL SLATS

Look for this seal on the footrail of the blinds you buy for steel slats of lasting beauty.

ACME STEEL COMPANY, 2845 ARCHER AVENUE, CHICAGO 8, ILLINOIS

Another sign of super-quality . . . Briggs exclusive *Safety-Bottom* bathtub!

It multiplies without adding!



Lots more room for everybody . . . all in the same limited bathroom space! Here's how you do it! Put in a double dressing table around one of those wonderful Briggs Beautyware vanity lavatories. But remember—be sure it's Briggs Beautyware! For Briggs plumbing fixtures are famous for quality where it counts the most . . . famous for their smart space-saving lines, their easy-to-clean stainproof porcelain enamel and tarnishproof chromium plated fittings, their glistening *permanent beauty*. Multiply these by their sane down-to-earth price and you'll see why Briggs Beautyware fixtures are the *best* that money can buy! See them now at your local plumbing dealer . . . and for more easy-to-do bathroom ideas send for free booklet. Briggs Mfg. Co., 3009-c Miller Ave., Detroit 11, Mich.

BRIGGS
Beautyware
PLUMBING FIXTURES

COPYRIGHT 1949, BRIGGS MANUFACTURING CO.

Money grows on plants

MARGUERITE SMITH

I don't know what I'm going to do with all the cushion 'mums I'll have to thin out this spring," a woman said to me the other day. Her remark made me think of another woman I know who is building up a small back-yard business which also began with chrysanthemums when she found her many fine varieties increasing so fast that she didn't have room for all the progeny. She ran a small ad in the "For Sale" column of the local paper and soon had more customers for her extra plants than she could take care of. But my new friend was horrified when I suggested that she advertise her surplus.

"Oh, but we never sell any of our garden things," she protested. "We often give a lot away. But this year I have so many that . . . well, I guess I'll just have to throw them out."

It was not for me to argue with her, but the thought keeps recurring: Why should throwing away unneeded plants (as most gardeners do some time or other) seem more praiseworthy than selling them? Do we consider taking money for something demeaning? Are we afraid friends will think we need the extra income? (Considering present day prices, I'll admit freely that *I* could use more.)

Well, the back-yard gardeners I've known who have "built up a business" have done it with so much friendliness for their customers, with so much of the spirit of good measure in their dealings, that they have added their mite to the fund of good will in a world sadly in need of it.

HOW TO HAVE A BETT LAWN WITH LESS EFFO

READ *Lawn Car*
T M REG

The time saving tips these seasonal bulleti have enabled thousan to have sparkling gre **Scotts** lawns. *Lawn Care* is their "bible J. E. White of Upper Montclair, N. J., say "I find *Lawn Care* as valuable as yo products. My present lawn is just beautif and it was no trick to get, thanks to *Law Care* and **Scotts** products." Send now f your Free 2 year subscription to *Lawn Car* and see how easy it is to have a lusciou green lawn. No obligation.

O M *Scott* & SONS CO
25 Spring St, Marysville, Ohio
also Palo Alto, Calif

Scotts
LAWN CARE Products
Make Sparkling Lawns!

flower lovers

Join the Bulb of the Month Club. You too can enjoy continuous bloom in your living room or garden. Enclose $1.00 with name and address. You receive by return mail, postpaid, this month's carton of rare flower bulbs —guaranteed to grow. No dues or obligations. Your dollar covers all membership privileges. **Write today.**

BULB OF THE MONTH CLUE
125 Madison, Dept. AH, Chicago 3, I

SENSATION SAVES WOR BUILDS BETTER LAWNS, TO

Whether you like your grass cut short or long, Sensation's whirling blade does the job in half the time required for hand mowing. Sensation chops grass clippings into a fine mulch which rebuilds the soil. No raking. No trimming. No grass catcher needed. Ballbearing wheels with pneumatic tires make mower easy to push. Also self-propelled models for large lawns.

SEND FOR FREE BOOKLET TODAY
Please send me colored catalogue which explains the advantages of Sensation Power Mowers.
NAME .....
ADDRESS .....
CITY ..... STATE .....
Sensation Mower, Inc. Box AH 349, Ralston, Nebr.

EYMOUR SMITH
ASS & HEDGE SHEARS
urs for an
sier
mmer!
No. 157
Y-CUT"
ASS
EARS
95
1575
AND-UP"
ASS
EARS
75
Back
ver!
Shockless
Non-Tiring
"Multipower"
HEDGE
SHEARS
west improve-
nts. Superior,
ge-holding steel.
sult of nearly 100
rs of making
e edge tools.
own here are but
ew styles. Cata-
free.
No.
326
$5.50
your dealer's or give us his name.
West Coast prices 10% higher
ET THIS NEW BOOK NOW!
40 pages of authentic pruning information without charge to buyer of any Seymour Smith tool, or postpaid for 25c.
SEYMOUR SMITH & SON, Inc.
900V Main St., Oakville, Conn.
AT
No Extra Charge

WINDOW
SCREENS
THAT ROLL UP AND DOWN
like window shades
Once in place—always in place. No putting up...No taking down...No painting...No storing...No repairing.
ELLA ROLSCREENS are easily installed on your esent windows. No fitting or cutting neces-ry. A touch of the finger and ROLSCREENS ll up automatically onto hidden rollers. Incon-icuous. They improve appearance of your home. ake rooms lighter. Keep windows and drap-ies cleaner. Insect tight. Made of rust-resist-g, clear-vision, AluminA wire cloth. 10-YEAR UARANTEE. Over 2,000,000 in use. Send for teresting FREE Booklet containing easy di-ctions for measuring. Use handy coupon below.
☆ Pella ☆
ROLSCREENS
CASEMENT WINDOWS · VENETIAN BLINDS

Screen Co., Dept. A-3, Pella, Iowa
ease send FREE Booklet on ROLSCREENS.
so Pella literature on Casement Windows ☐.
enetian Blinds ☐. I am building ☐. I am
modeling ☐.
ame.....
ddress.....
ity.....State.....

Money on Plants

(Begins on page 126)

True, most of them seem to have got into business more or less by accident, but that's no reason why any green-thumber who likes to fuss with plants should not go at it in a businesslike way if she—or he—wants to. One reason for the success of these little businesses is that they are run primarily for the fun of it; the profit motive is definitely secondary.

There was the nice little German lady who loved asters because they reminded her of her homeland. One day, when she took a lovely bunch to a friend in the hospital, the flowers caught the eye of a woman florist who was also visiting there. Result—most of her little back yard is now planted to asters (some 300 plants last summer), and she delivers regularly to the florist's shop. A minister's wife, who devotes her entire front yard to flowers, began by making up generous "seasonable bouquets" which she offered at 25 or 50 cents. At first their fame traveled simply by word of mouth, but now her gate bears a neat little sign, "Flowers and Plants for Sale." One woman who is especially skillful in raising African-violets, sells every plant she can bring herself to part with to a florist and to her friends. Another, who raises cacti from seed, sells all she can supply to a local ten-cent store and has been offered a spring season job there as garden adviser!

So, whatever plant you like most to grow, whether common or rare, you'll probably find there is a ready market for cuttings or seedlings. Many favorites of grandmother's day are especially sure sellers because they are often hard to find in commercial establishments. Moreover, many people who would hesitate to ask for a little plant would be happy to pay a nominal price for it.

I know of several husband-and-wife teams whose interest in plants is not only making for greater family unity but also helping change their dreams to realities. They are extending their knowledge and experience in the thought that some day he can leave a not especially appealing job and they can set up a small business in which they can work together. And as to children—why, interest them, too, and teach them to help, of course. At first they'll make mistakes—but who doesn't, in any new field of effort? And as we can learn, so can they, and thereby develop skills that can stand them in good stead later in life. Husbands carry insurance to protect and provide for us women. But a salable skill, a knowledge of a profitable art, and of people, such as a woman can develop in working with and selling plants, can prove more valuable than even an insurance policy. So don't forget that, for enthusiasts, money does grow on plants.

You can "weed" your whole lawn in less than one hour!

● Save time! Energy! Money! You will if you "weed" your lawn with EndoWeed, the improved lawn weed-control that kills over 100 different weeds. Merely dilute EndoWeed with water and apply it with the EndoWeed "Side-Spray" applicator (or any spraying device). Your "weeding" job is done. The entire plant disappears in a week or so. Available where you buy Vigoro.

PRESENTED by SWIFT & COMPANY

Get the 2 EndoWeed companion garden aids: VIGORO — complete, balanced plant food . . . EndoPest — all the pest protection most gardens need.

Just 19 ft. long, 6 ft. high, and 3 ft. wide, with a 30 in. trellis overhang, the shed fits nicely among the trees—not only an attractive garden feature, but also a welcome windbreak. Also it gives added privacy for outdoor living. The double doors of random width boards have heavy strap hinges (double welded ones in the center) hasps and padlocks, wooden buttons, and top bolts. A building like this could be fitted in almost anywhere

Photographs: Acme, by Kelse

Storage Wall-Gardener Style

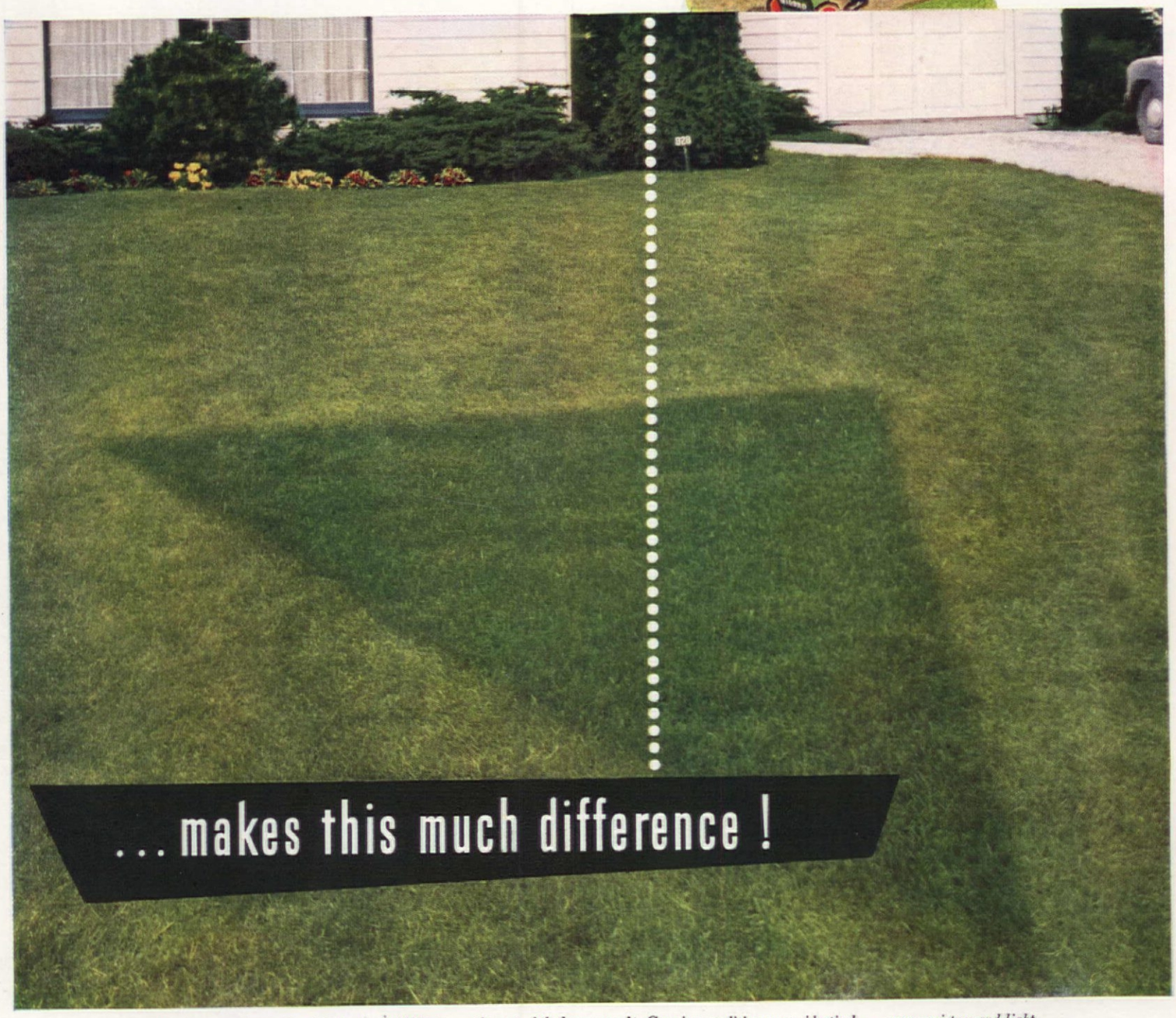
MARION H. BLAKEMA

Edward Wilson is a well-known artist and illustrator who gave up his New York City residence for the rewards of year-round country living—in his case, in the lovely Pamet River valley on Cape Cod, Massachusetts. When, recently, he bought a second car, he had to move all his garden tools out of the two-car garage where, with a Scotsman's passion for order and neatness, he had always found them a nuisance. (Nothing, he says, could ever be got at without moving a lot of other things.) Not wanting to add another real building to the dwelling, studio, and garage already on the plot, or to clutter up the garden space, he adapted the "storage-wall" idea, in which he had long been interested, in designing this unusual and good-looking tool-storage shed, with its three sets of double doors. After taking inventory and measuring his implements, he planned the shed so it would accommodate them all (in the center and right sections) and provide, in the left section, a work and potting bench, shelves, and storage space for his wife who doe the flower gardening for the family. The concret floor, being just above ground level, is always dry and the cemented flagstone apron or ramp alon the front makes it easy to get the power law mower and the other wheeled implements in an out. Before long, grape vines planted last yea will cover the egg-crate trellis or overhang an practically hide the little structure which, eve when brand new, was so unobtrusive as to b hardly noticed. As it weathers (and rapidly i that salt-air climate), it will increasingly blen into the landscape. And in addition to providin an attractive background feature for the Wilson' outdoor living, it gives additional privacy and wel come shelter from winds that are an integral par of Cape Cod conditions. The whole thing—shed trellis, and masonry—cost about $400 which on could no doubt reduce considerably by utilizin odd or salvaged materials and by doing all, or eve a part, of the fairly simple construction work

PLEASE TURN TO PAGE 13

This much VIGORO*

(4 LBS. PER 100 SQ. FT.)



See the green lawn triangle! It was fed Vigoro . . . the rest of the lawn wasn't. Growing conditions were identical . . . same moisture and light

VIGORO—complete, balanced plant food—supplies all the essential plant nutrients grass must get from the soil for best growth and development.

2 more great gardening aids

EndoPest . . . provides all the pest protection most gardens need!

EndoWeed . . . for a lovely, weed-free lawn.

Work wonders with your lawn this year with Vigoro. And remember—the earlier you feed Vigoro, the more good it will get from the application. Vigoro—complete, balanced plant food—provides in ample amounts all the essential plant nutrients growing things must get from the soil. Just apply at the rate of 4 pounds per 100 square feet. Let early spring rains work the Vigoro down deep where it will do your lawn the most good.

Here's another Vigoro plus! Vigoro increases the humus (organic material) in your soil by helping grass grow extra large root systems. Thus, soil becomes a better storehouse for plant nutrients and moisture. Aeration is improved —helping both root and plant growth.

Make your lawn the neighborhood beauty spot. Get Vigoro from your garden supply dealer today and feed it right away—and at regular intervals, too.

*VIGORO is the trade-mark for SWIFT & COMPANY'S complete, balanced plant food.

Free! Every month, new Color Recipes

2 GO TO YOUR KYANIZE PAINT DEALER. Ask for the free Kyanize Color Recipe packet.* Each month, it contains easy directions for matching the paint color schemes of the most interesting rooms featured by your favorite magazines.

3 KYANIZE COLOR RECIPES SHOW YOU HOW. Kyanize Paints *do it better . . . easier*. For Kyanize Paints are self-smoothing. They flow on easily, leaving a surface without brush marks. Walls, ceilings, trim and furniture fairly sparkle . . . look like new!

* * *

USE KYANIZE PAINTS, plus Kyanize Color Recipes, for rooms as lovely as those in the magazines. And remember, there's a Kyanize Paint for *every surface*.

IF YOUR DEALER IS OUT OF KYANIZE COLOR RECIPE PACKETS send 10c in stamps or coin with your name and address (please print) to Department A-3, Boston Varnish Company, Everett Station, Boston 49, Mass.

© 1949, Boston Varnish Company

DECORATING'S EASIER WITH

Kyanize

Self-Smoothing

PAINTS

from Color Schemes to Finished Rooms

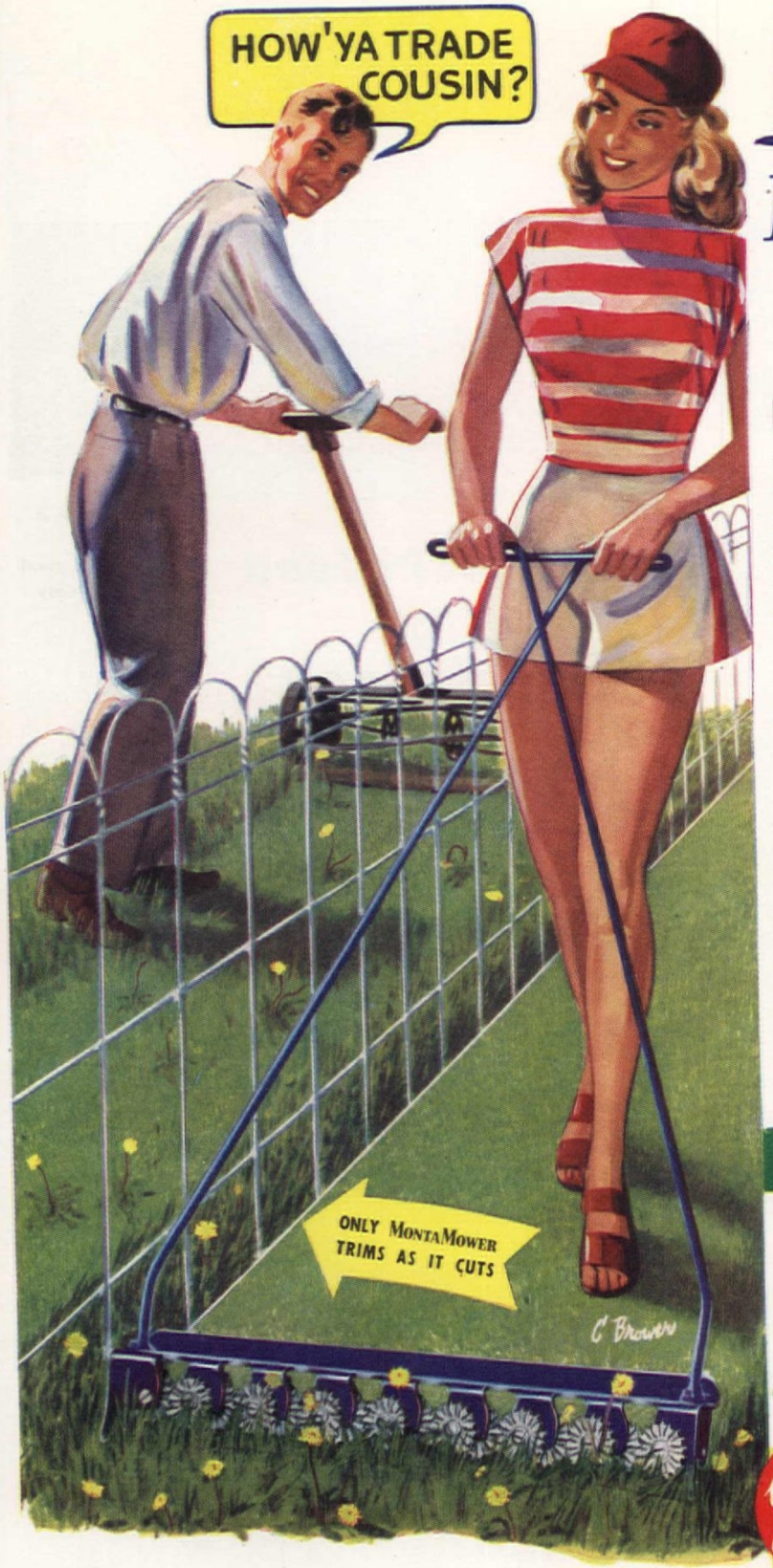
Storage Wall

(Begins on page 128)

Simply constructed of ¾ in. sheathing on a frame of 2 x 4's (which are doubled at the corners but single elsewhere) it combines a good appearance, efficiency, and tool care economy

A clear space 12 ft. by 3 ft. and, along the back wall, an old gun rack to support hoes and rakes, provide a place for everything. Result: the most shipshape kind of storage

In Mrs. Wilson's 6 ft. by 3 ft. nook, two shelves above the broad counter hold small tools, pots, supplies, and the like. Below is space for soil, plant foods, and other bulky material. A fine, sheltered, sun-drenched place to work in



MONTAMOWER
Mows and Trims LAWNS
IN ONE EASY OPERATION

"I wouldn't trade my MontaMower for a dozen ordinary lawn mowers!"

The above statement is a direct quotation from one of thousands of unsolicited testimonial letters received from MontaMower owners every year.

And little wonder MontaMower owners are so enthusiastic! MontaMower represents the first basic advancement in lawn mowing devices during the past half century. It is a new and different kind of lawn mower that mows and trims in one easy operation.

Actually, the MontaMower is a live, 8¼ lb. precision machine that smoothly and quietly cuts a full 16" swath through grass, dandelions, spike grass and tall lawn weeds (including the ones that ordinarily pop-back-up to cause you extra work).

AND WHAT'S MORE — MontaMower does what no conventional mower can do! It cuts right up to walls, fences, trees and posts — practically eliminates hand trimming. It cuts under foliage, around flower gardens and close-quarter borders which cannot be mowed successfully with conventional hand or power mowers.

The MontaMower is so light, so sturdy and responsive, that even women and children can operate it easily and efficiently. Owners tell us that with their new MontaMowers they cut their lawns in half the time — with less than half the effort.

Learn these facts about the MontaMower from actual experience . . . it's sold under a liberal "Written Guarantee" which permits you to try it on your own lawn . . . makes you the sole judge of its merits. Get the complete facts about the moderately priced MontaMower, AT ONCE! **Just fill out the coupon below and mail it today.**

SAVE TIME AND LABOR WITH A MONTAMOWER

Weight only 8¼ lbs

SOLD DIRECT — ON APPROVAL

MONTAMOWER DISTRIBUTING CO.
Sales and General Offices
103P KEELER BUILDING • GRAND RAPIDS 2, MICHIGAN

Gentlemen: Without obligation, kindly send me complete descriptive literature, price, guarantee information, and full details of Approval Offer.

NAME_____

ADDRESS_____

CITY_____ STATE_____

FACTORIES, TRAVERSE CITY, MICHIGAN

MAIL THIS COUPON TODAY!
GET THE COMPLETE FACTS BY RETURN MAIL

Here's HOW IT WORKS

The new, improved MontaMower has eight pairs of sharp-edged, precision made and fitted, tool-steel cutting disks, slightly overlapping and self-sharpening, working as a unit. Each pair revolving toward each other gathers the grass and cuts it cleanly at the intersection of the disks. The new improved model is easily and quickly adjustable to cutting height! It's as modern and efficient as an electric razor!

The MontaMower is sold only by direct mail to users (no agents or dealers . . . no foreign sales at present.)

TRY IT ON YOUR OWN LAWN!

Frame your home in Natural Beauty

FIRST STEP! Feed

ARMOUR

Velvetgreen

PLANT FOOD

For All Growing Things

Mansion or bungalow, it's easy to add new, natural beauty to your grounds with Velvetgreen, Armour's complete, better-balanced plant food. Begin with your lawn. In the spring, grass roots are reaching for food — for the complete nourishment that Velvetgreen provides. Feed Velvetgreen. See how your lawn comes up thick and green, days earlier than unfed lawns.

And plan to feed Velvetgreen to shrubs, flowers, trees and garden vegetables, too. It gives remarkable results with *all* plants because: (1) it builds deeper, stronger root systems; (2) develops sturdier stems and leaves; (3) makes finer flowers, fruits, vegetables.

Remember — for greater natural beauty all around your home, feed Velvetgreen. At your garden supply dealer's.

REGULAR Velvetgreen FEEDINGS—
Nature's Beauty Treatment

ARMOUR FERTILIZER WORKS
GENERAL OFFICE - ATLANTA, GA.

ARMOUR
Velvetgreen
Plant Food

FEEDS 3 ways

ROOTS
STEMS AND LEAVES
FLOWERS, FRUITS, VEGETABLES

Geographical Guide for Gardeners (Begins on page 52)

making many garden owners uncomfortable. A sharp fall frost can be expected in mid-September, to be followed, as a rule, by weeks of pleasant, frost-free weather. Along the sea, the frost date may be a month later. Meanwhile, inland, cool nights alternate with warm, sunny days, causing brilliant autumn foliage coloration. When snow comes, it usually remains all winter.

In metropolitan Boston, a cool, wet, early spring often gives a long season of bloom on woody plants while delaying herbaceous growth. Some years, however, the weather may quickly turn warm, shortening the blooming period. This inland region falls within Zone V of the Rehder climatic zone map, and supports about the same range of plants that thrive in Ohio and Missouri.

On Cape Cod, around Buzzard's Bay, and on islands such as Martha's Vineyard, the sea ordinarily prevents extremes of temperature and permits the growing of boxwood, hollies, and other broad-leaved evergreens rarely practicable north and west of Boston. The wild flora resembles that of eastern Long Island and New Jersey's Barnegat Bay region. In such seaside places, snow seldom remains long; frost does not go deep, and leaves the soil early. Yet spring is a somewhat bleak transition period, contrasting sharply with the almost abrupt awakening that marks an inland spring. April on Cape Cod may be a time of high winds and a not too warm sun, with growing and blooming seasons some two weeks behind those of the Boston suburbs. But autumn along the coast is glorious, with relatively late frost, so that gardens bloom for weeks after inland flowers are cut down. This area falls within Rehder's Zone VI, which extends over Kentucky and northern Arkansas.

Annual rainfall records for the area are *not* reliable evidence of sufficient moisture for steady garden growth. Even in above-average years, droughts may occur at critical periods during the growing season—soon after planting time, during late summer, or in autumn so that plants go into winter in too dry a condition. While many reasonably good gardens get only natural rainfall, you will do well to provide some kind of irrigation, not only because of the erratic rainfall, but also because the soils in most of the area are light, gravelly, or stony, shallow, and low in humus. The land was cleared long ago, badly farmed, and then developed for residential purposes; so if you have more than eight inches of topsoil, it will likely be at the expense of your neighbors up the hill. Even in level sections, the soil of once good farms was, in many cases, stripped off and sold before the land was subdivided. However, while you will not find virgin soil in the Boston area, you will rarely have to provide artificial drainage. And most of the soil will respond well to good management—watering to offset the free drainage, and the digging in of all the manure and compost you can collect or afford. Never leave the ground bare for any length of time; autumn digging invites erosion by wind and water. But summer mulching pays off handsomely, and woody plants, especially broadleaved evergreens, thrive under a permanent mulch. In fact, this, like the late fall watering of evergreens, is really a form of winter protection. Both should be done before the soil freezes. Mulching of newly divided and replanted perennials delays the autumn cooling of the soil and gives them more time to get established. A real winter covering, applied after the ground freezes, is especially beneficial where a lasting snow blanket cannot be counted on.

Even though you add organic matter to the soil to prevent loss of moisture and the plant food it carries, a rainy summer may make it necessary to add chemical nitrogen to promote steady growth. In fact, you will probably use considerable balanced plant food in your gardening. Liming (preferably with ground limestone fairly rich in magnesium) will also be needed, for most soils of the area are definitely on the acid side.

You may be amazed at the way you can work the light soils soon after a heavy rain without danger of puddling them or making them lumpy. You will learn to set plants deeper than can be done in heavy clay soils, and not to "fluff up" the light soil in preparing it, lest it dry out too quickly. Always firm it at planting time to insure even seed germination, unless it is moist.

Spring is the preferred planting season around Boston, partly because much of the deciduous material used is grown elsewhere and offered for sale only at that time. But early autumn setting of evergreens is a popular and satisfactory practice, as is the late fall planting of most trees and shrubs—provided they are completely dormant. Exceptions here include magnolias, the stone fruits, most oaks, and birches.

There are plenty of pests to fight in this region. Some, such as the gypsy moth, Japanese beetle, and elm-leaf beetle, are usually combated on a community basis. Information on these and other garden problems is readily available from a number of public agencies and institutions.

Prof. Ray M. Koon is director of the helpful Waltham Field Station

In the famous Arnold Arboretum, Director Karl Sax (left), and the author

Foy Photo Service

The Boston area is famed for many beautiful gardens, inspiring leaders, and sources of useful information, notably, the University of Massachusett's Sub-station; the 415-acre Arnold Arboretum in Jamaica Plain; a fine park system, and, on Huntington Avenue, the spacious home of the 120-year-old Mass. Horticultural Society

Secretary Arno Nehrling in the Horticultural Society's fine library

"I been sharpening lawn mowers 30 odd years . . . And I'll tell you something"

A fellow could write a long piece about the works of a lawn mower.

. . . about crucible analysis steel blades, self-aligning ball bearings, whether the gears are cast or cut, how the shield fits against the wheel, how many spiders there are in the cylinder and how the blades are fastened onto 'em—and so on.

Average man has to take things like that on faith.

People ask me about a new lawn mower, I just say, "What's the *name* of it?" Then if they say Great American, Meteor, Pennsylvania Jr., or Pennsylvania Power Mower, I tell 'em . . .

"That's *all you need to know*, neighbor. It's made by Pennsylvania, so it's a good mower. It'll really cut grass and it'll last you a long time."

Those Pennsylvania people been making fine lawn mowers over 70 years. Their mowers are always good grass cutters and I can tell you they're easy to work on. When you sharpen 'em they *stay* sharp. And when you true 'em up, they *stay* trued up.

I always say, "You don't have to know all the ins and outs of lawn mowers. Just get one made by Pennsylvania. It'll be a good grass cutter and will *really* give you service."

"Great American"
Pennsylvania's
Most Popular
Lawn Mower

PENNSYLVANIA
QUALITY LAWN MOWERS SINCE 1877
PENNSYLVANIA LAWN MOWER DIVISION
AMERICAN CHAIN & CABLE
Camden, N. J. • Bridgeport, Conn.

Rate yourself on this Home-Owners Quiz

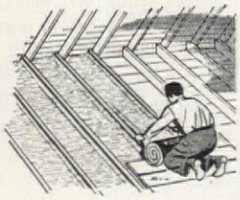
The right answers can mean money in your pocket

Q. How much does insulation add to mortgage payments?
☐ 1% ☐ 5% ☐ 8½%

A. KIMSUL* insulation adds approximately 1% to the cost of a new house, and therefore would add about the same amount to mortgage payments—a matter of just a few cents. What's more, by insulating the walls when you build, you save from ⅓ to ⅔ on the job. Insulation installed in an *existing* home usually pays for itself in fuel savings within a few years.

Q. What special equipment is needed to install insulation?
☐ Truck-mounted blower ☐ None ☐ Batt-Positioner

A. With KIMSUL, no special equipment is needed. Anyone can install it. You simply expand the blanket and fasten it in place. Unlike loose-fill or blown-in types that vary in efficiency with the skill of the applicator, KIMSUL always provides uniform coverage over every inch of insulated area. No money-wasting thick spots; no thin spots where heat can leak out.

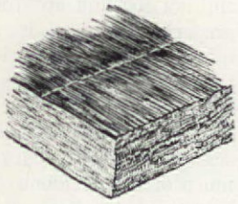


Q. What benefits may be expected from insulating?
☐ Greater home comfort ☐ Health protection ☐ Fuel saving

A. All three answers are correct. An efficient insulation like KIMSUL will make your home a healthier, more comfortable place to live. And with KIMSUL insulation installed throughout your new home, your fuel bills may be reduced as much as 44%.

Q. How often should insulation be repaired and renewed?
☐ Never ☐ After sudden temperature changes ☐ Every ten years

A. In the case of KIMSUL under normal climatic conditions—never! It will last for the life of your house. And in addition to being permanently resistant to insects, vermin and mold, KIMSUL is treated to resist fire.



*Trademark Reg. U. S. & Can. Pat. Off.

KIMSUL INSULATION — A PRODUCT OF Kimberly Clark RESEARCH

FREE INSULATION BOOKLET

KIMBERLY-CLARK CORPORATION
KIMSUL Division, Neenah, Wisconsin

Please send me one of your two *free* KIMSUL booklets:
☐ on insulating the home I'm planning
☐ on insulating my present home

AH-349

Name.....

Address.....

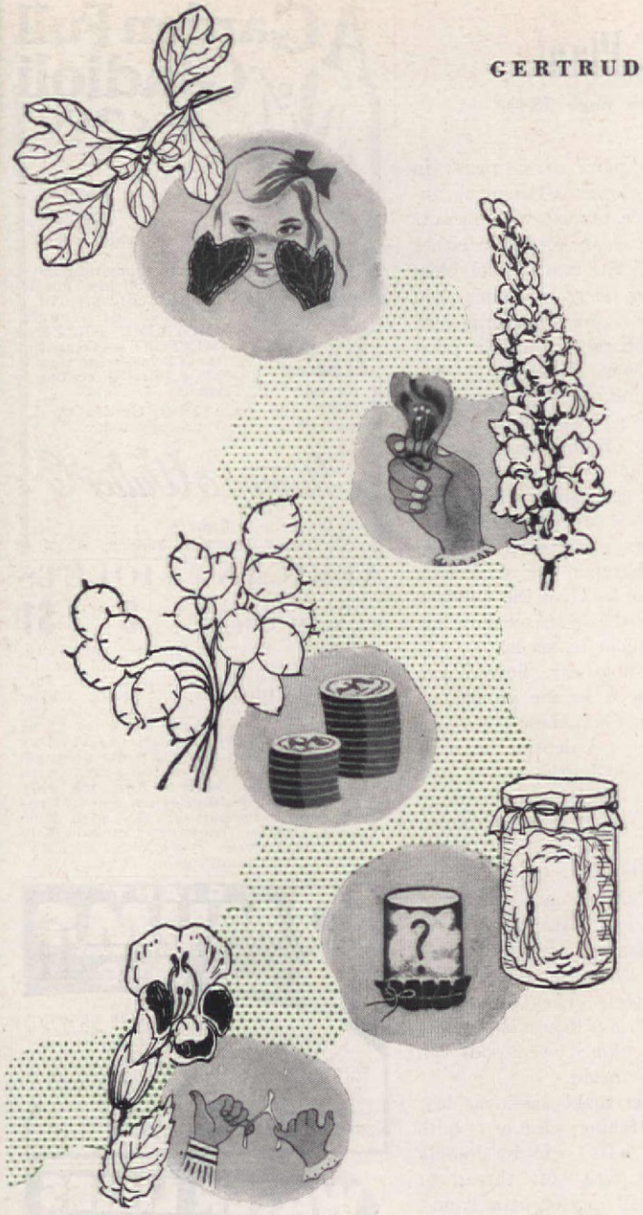
City.....*Zone*....*State*.....

Heinz Home Institute

Active plants for active children

Drawings by Geo. S. Hollrock and Jeannette Crowl

GERTRUDE T. BURNHAM



Do you seek worth-while experiences for your children? Growing plants offer them excitement, wonders, absorbing interest

Do you ever yearn for something with which to gain and hold the interest of your youngsters? If you knew of a plant that may grow 6" a day, another that folds its leaves at the slightest touch, one that can be made into a birdhouse—and if you knew that they and other odd and exciting subjects are easy to grow, wouldn't you want them in your garden to thrill and entertain your children and their friends? Well, here are some of the many that they—and you—can enjoy. . . .

There is lots of fun for ten cents in a packet of sensitive plant seeds (*Mimosa pudica*). Stroke the leaves with finger or pencil and the slender stems will droop and the graceful leaflets fold together like a fan. But they quickly recover, and a plant is good for countless "demonstrations." In the North, grow it as an annual: or winter it indoors, preferably in a terrarium, or covered with a jar to keep the humidity high.

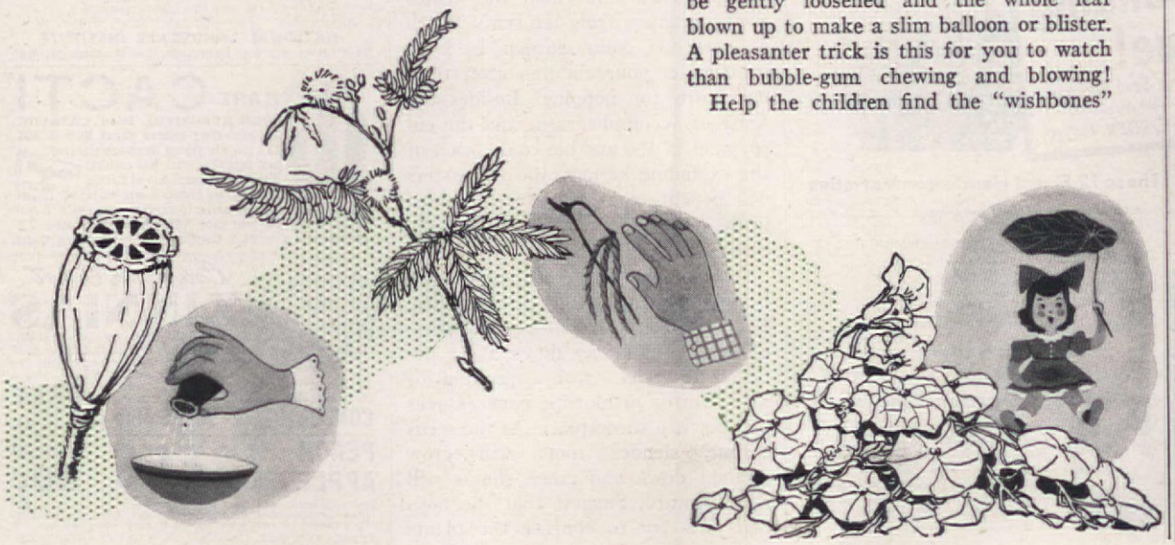
Grow snapdragons so the children can see how the "dragons" open their mouths when the sides of the blossoms are gently squeezed—and how they snap shut when you let go. A fine present for a child is a hand lens to help him see what is in the dragon's mouth—and many other mysteries of nature. Turtlehead (*Chelone glabra*) is a shade-tolerant, native perennial whose somewhat larger pink or white flowers act like those of the annual snapdragon.

Garden balsam (*Impatiens balsamina*), an attractive border plant with red, white, and pink flowers, has a source of delight for children in the fat, round seed pods which, when ripe, will suddenly "explode" or burst open, when pinched between the fingers, popping out the round shiny seeds.

Ripe, dry, brown poppy seed heads make excellent toy salt and pepper shakers when little girls play housekeeping. The perennial oriental species (*Papaver orientale*) and the annual Iceland poppies (*P. nudicale*) have the best and largest pods.

For generations country kids have enjoyed making "puddin' bags" from the leaves of the showy stonecrop (*Sedum spectabile*) that grows along the roadside. If a large leaf is pressed between thumb and forefinger, the upper and lower skins can be gently loosened and the whole leaf blown up to make a slim balloon or blister. A pleasanter trick is this for you to watch than bubble-gum chewing and blowing!

Help the children find the "wishbones"



"George found our Eclipse so easy to operate he taught me, I found it so easy I taught Junior, and he found it so easy that..."

An Eclipse brings you an entirely new concept of effortless motorized mowing perfection. It's simple to operate, easy to handle. The handy starter gets instant response from the powerful Briggs & Stratton engine. No mixing of gas with oil...less smoke, less noise. Wheels, reel and sharpener are power driven. Two simple finger-tip controls, at all-steel natural-grip handles, regulate starts, stops and speeds. A reputation of almost 50 years for building The World's Best Lawn Mower assures lasting, trouble-free satisfaction. The Eclipse Lawn Mower Co., 303 Railroad St., Prophetstown, Illinois.

FREE BOOKLET

Here are the features you want in a power lawn mower. Get this FREE booklet when you write for the name of your nearest dealer.

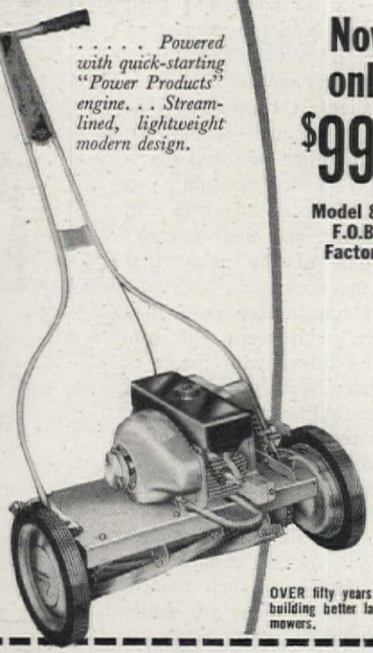
ROCKET 20"
Standard or Hi-Cut Models for every home.

POWER LAWN MOWERS BY

Eclipse

A COMPLETE LINE OF HAND AND POWER MODELS

Your Worcester Power Master



. . . . . *Powered with quick-starting "Power Products" engine. . . Streamlined, lightweight modern design.*

Power at your finger tip . . . and neat, even cutting, without pushing and puffing. All for less than $100! It's the back-saving bargain of the year . . . the beginning of many years of easy-mowing, trouble-free service. Your Power Master starts at touch of the pedal, stops when you depress the handle. Ask to see it at your Worcester dealer's . . . learn first hand why Power Master is *your best buy.*

*Worcester Model 750 with Briggs & Stratton engine $119.50 F.O.B. Factory.

SEND coupon for free descriptive, illustrated folder on complete line of Worcester hand and power mowers.

WORCESTER LAWN MOWER CO., Dept. FU-1
Division of
Savage Arms Corporation
Chicopee Falls, Mass., U.S.A.

Now only $99.85
Model 850* F.O.B. Factory

OVER fifty years of building better lawn mowers.

WORCESTER LAWN MOWER COMPANY, Dept. FU-1
Division of Savage Arms Corporation, Chicopee Falls, Mass., U.S.A.

Please send without obligation illustrated information on Worcester Lawn Mowers.

Name.....

Address.....

SPECIAL INTRODUCTORY OFFER

Henderson's
Collection of Annuals—Only $1.00

Imagine beautiful flowers for cutting all summer long for only $1.00. This is not a mixture, it is made up of our world famous named varieties. Plant early in the spring and you'll have a profusion of lovely flowers all summer. Complete planting instructions are included. We only have a limited quantity of these special packages so be sure to order yours *today!*

an astounding value!
12 Varieties—12 Large Seed Packages
(would cost $2.10 if bought separately)
Limited Quantity—ORDER NOW

These 12 Finest Henderson Varieties

	Catalog Cost
A Larkspur "Giant Spire"—Mixed Colors	$ .15
B Carnation "Marguerite"—Mixed Colors	.15
C Scabiosa "Maxima"—Mixed Colors	.15
D Arctotinium "Sensation Giants"—Mixed Colors	.25
E Gallardia (single)—Mixed Colors	.10
F Zinnia "Giant Dahlia Flowered"—Mixed Colors	.15
G Cosmos "Sensation"—Mixed Colors	.15
H Aster "Henderson's Invincible"—Mixed Colors	.20
I Chrysanthemum (single)—Mixed Colors	.15
J Marigold "Celeste Holm"—Golden Bronze	.25
K Petunia "Giants of California"—Mixed Colors	.25
L Centuria "Cyanus" (corn-flower)—Mixed Colors	.15
Catalog Value	$2.10

Peter Henderson & Co.
351 Henderson Bldg., 35 Cortlandt St., N.Y. 7, N.Y.

☐ Enclosed is $_____. Please send me_____ of your new Annual flower seed collections (#4800) @ $1.00 each (Catalog included).

☐ Enclosed is 25¢. Please send me your new catalog "Everything for the Garden" for 1949.

Name_____

Address_____

City_____ State_____

Write for Henderson's 1949 Garden Catalog

Our new catalog "Everything for the Garden," tells how to plant, where to plant, what to plant, new varieties—new colors—new tools and equipment. Send 25¢ in cash or stamps for your copy. *There is a coupon in the catalog good for 25¢ on your first purchase of $3.00 or more.*

Active Plants

(Begins on page 134)

(actually two pairs of stamens) in the wishbone-flower (Torenia), another attractive annual with flowers of pansy-blue, easily grown in either sun or shade. Mountain-laurel blossoms also play tricks. If touched in the center, the stamens spring inward from their separate radiating positions. This is what happens, as part of the pollinating process, when a bee visits the flower. By all means have a witch-hazel (Hamamelis) among your shrubs. Not only does it bloom surprisingly in late fall or winter, but later, if fruit-bearing branches are brought indoors, their pods will open suddenly discharging the seed with considerable force. Give the children a yardstick so they can see how far the fruit can shoot its seeds.

A few bleeding-heart flowers can well be sacrificed so the youngsters can find within them these surprises: 2 pink bunnies, 1 Valentine heart or lyre, 1 ginger-ale bottle, and 1 pair of eyeglasses. There is a treat in store for you, too, if you have never seen these parts.

Drops of water will run around like quicksilver on the smooth surface of a nasturtium leaf. Also the leaves make quaint parasols for tiny dolls—but take care that you don't break their brittle stems. They are also a flavorsome addition to a mixed salad, and the green ribbed seed pods can be pickled in vinegar.

Did you ever make sassafras leaf mittens? Matching leaves, both "rights" and "lefts" can be loosely sewn together with soft thread or yarn so they will stay on little hands. In the fall, sassafras becomes a glorious yellow; in winter the stems are a cheerful green, and and at any time a chewed twig provides a pleasant surprise taste sensation.

Honesty or moonwort (*Lunaria biennis*) in going to seed produces shiny "money" disks the size of a quarter or larger. In the fall, suggest that the children stack up these parchment-like partitions and count the wealth they can amass from ten cents' worth of seed. If your garden is large enough, let your children grow their own corn for popping. Besides the sense of accomplishment and the enjoyment of the audible commotion of the exploding kernels, the youngsters will benefit from the iron contained in the molasses with which they make their popcorn balls.

A trick that any seedling can do is to respond to the force of gravity. Put a few large seeds—squash, peas, or beans—half way down a jar between the glass and a packing of moist cotton or blotting paper. Cover and put in a warm place. As the seeds sprout, slender roots will grow straight down and green shoots will start upward. Suggest that the boys and girls try to confuse the plants

A Garden Full of Gladioli for $2.00

Order now so you can start monthly plantings in April to have big colorful glads blooming from July to frost . . . an ever changing pageant of all the gorgeous colors. 50 BULBS of our GRAND PRIZE MIXTURE—Treated for Thrip—with simple cultural directions for only $2. Prepaid.

FREE 128 page 1949 Garden Annual. Write for your copy today.

Stumpp & Walter Co.
Dept. A
132 Church St., New York 8, N. Y.

AFRICAN VIOLETS
VERY SPECIAL BY MAIL OFFER . . . . 3 FOR $1

Extraordinary bargain. Sturdy 6-month-old plants, budded or about to bud. Blue-purple, pink, white. Beautiful ever-blooming varieties, 3 for $1. 6 for $1.90. SEND NO MONEY. Pay postman C.O.D. plus postage. Or enclose 10c extra with cash orders and we ship prepaid. Return for full refund if not pleased. GIVEN with $1.90 orders, exotic fragrant Chinese Lily Bulb. Order from OWEN NURSERY, Desk 7-AH, Bloomington, Ill. Clip this.

GIANT 10 MUMS
CHRYSANTHEMUMS
only $1.59

Gorgeous "BALLS OF BEAUTY"
You get 10 spectacular mums, big shaggy flowers often size of large cups. You get blazing reds, yellows, thrilling pinks, orchids and ambers. Flowerdom's biggest bargain! EXTRA! 1 PINK CUSHION MUM (produces up to 700 blooms) if you ORDER PROMPTLY. SEND NO MONEY—ORDER BY MAIL. We ship C.O.D. Pay postman just $1.59 plus postal charges. Satisfaction guaranteed.
Dept. CG233
NAUGHTON FARMS, INC. Waxahachie, Texas

WATER LILIES
GUARANTEED TO GROW

FREE Beautiful New 1949 Catalog Now Ready. Profusely illustrated in natural colors. Helpful directions. Everything for the Water Garden. Write for FREE copy today. (Canada 15 cents.)

Wm. TRICKER, INC. 9361 Brookside Ave. Saddle River, N. J. or 9316 Rainbow Terrace, Independence, Ohio

Learn LANDSCAPE GARDENING

A thorough interesting and constructive HOME TRAINING, covering your regional conditions, for both those who wish to become LANDSCAPERS, DESIGNERS, GARDENERS, and those who wish to learn for their own use and pleasure.

Approved for Veterans—all States. Write to—
NATIONAL LANDSCAPE INSTITUTE
Dept. H-3, 310 So. Robertson, Los Angeles 36, Cal.

RARE CACTI

OUR BEAUTIFUL 1949 CATALOG 36 fascinating colored pages NOW READY. Lavishly illustrated Hundreds pictured and described with full cultural direction. A handbook of Cactus lore. *Largest Collection.* If wanted for reference 10c is appreciated to cover mailing costs. A real garden hobby. For your copy WRITE NOW! P. O. Box 22
JOHNSON CACTUS GARDENS Paramount, Calif.

California Giant ZINNIAS

The World's Largest Flowered Rainbow Mixture of Zinnias, Blooms 6" across. To introduce our Superior Seeds and Plants, we will send you a Packet of these Gorgeous Zinnias and our New Catalog. Send 3c stamp for postage. FREE
CONDON BROS. SEEDSMEN Box 18 Rockford, ILL.

PEACH APPLE TREES LOW AS 20¢

Pears, plums, cherries, nuts, berries, etc. Grapes 10c. Shrubs, evergreens, shade trees 25c up. High grade quality stock cannot be sold lower. Free 40 page color catalog.
TENN. NURSERY CO., Box 18, CLEVELAND, TENN.

42 ROSES SHRUBS AND EVERGREENS Only $2.95

ENOUGH TO LANDSCAPE YOUR HOME!

Loads of beauty, year after year . . . the biggest bargain in flowerdom! For just $2.95 you get: 4 blooming-size 2 yr. Roses—red, pink, yellow, white; 9 healthy, 2-foot flowering shrubs (2 Red Snowberry—2 Red Indian Currants —1 Red Spirea—2 Altheas—1 Pink Deutzia—1 Forsythia); 2 Hall's Honeysuckle Vines, blooming size; 1 Red Maple shade tree — 2-foot size; 1 2-foot Red Cedar Evergreen; 25 2-foot Amoor River Privet Hedge plants—enough to set about 75 feet of hedge.

42 PLANTS IN ALL . . . ALL HEALTHY, HEAVY STOCK . . . ORDER YOURS NOW!

INTRODUCTORY OFFER

$12.19 VALUE ONLY $2.95

This is an introductory offer—the regular catalog price of these 42 fine plants is $12.19 . . . but they're yours for just $2.95 if you order from this advertisement.

EXTRA-TULIP TREE

ORDER NOW and you receive at no extra cost a big 2-ft. tulip tree—a fascinating tree that is covered with tulip-shaped blooms in spring!

SEND NO MONEY — ORDER BY MAIL

We ship C.O.D. — pay postman just $2.95 plus postal charges. We will ship at proper planting time for your locality.

SATISFACTION GUARANTEED OR YOUR MONEY BACK

NAUGHTON FARMS, INC. Dept. 836P Waxahachie, Texas

ALUMINUM WINDOW TRAY

27" long x 6¾" wide x 1½" deep

Tray and 2 Brackets

An Original Indoor Plant Aid —Tray Rests in Restraining Brackets Attaching to a Window Sill as Narrow as 2½ inches. No Leaks—No Rust. (Moss Green Finish)

$2.00 POSTPAID Ideal for African Violets

G. S. THOMPSON, Newtown 11, Pa.

GIANT ZINNIAS

1000 BLOOMS FOR ONLY 10¢

Giant Zinnia seeds, easy to grow, give you 1,000 beautiful blooms in rich, brilliant colors. Continuous midsummer to frost. Long-lasting as cut flowers.

FREE 1949 CATALOG

Send name and address to

MILLS SEED HOUSE

Dept. 3A Rose Hill, N.Y.

BEFORE YOU BUY ANY SMALL TRACTOR

SEE THE POWERFUL 5-H. P. GRAVELY—

the world's finest, yet most moderately priced Garden Tractor. Complete line of exclusively designed power tools for every Garden, Lawn and Field job.

ONE TRACTOR DOES 17 JOBS!

GRAVELY TRACTOR

FIELD-TESTED FOR 27 YEARS

MAIL NOW! FOR NEW **FREE BOOKLET!**

GRAVELY MOTOR PLOW & CULTIVATOR CO
BOX 313 DUNBAR, W. VA.

NAME _____

ADDRESS _____

TOWN _____ STATE _____

SOLVING YOUR LAWN & GARDEN PROBLEMS

Active Plants

(Begins on page 134)

by turning the jar upside down. How will the seedlings act? Do you know? Try it yourself. You'll be surprised.

Several vines make such amazing growth in a season that children who raise them will feel like very successful gardeners. Also the building of a trellis, fence, arbor, or tepee to support them will give those who like to work with tools the experience of designing, building, and painting the structures. Morning-glories may reach the roof of your house by midsummer. For best results, delay planting until warm weather comes; then, to hasten germination, chip the tip off each with a sharp knife and soak the seeds overnight in tepid water. Dutchmans-pipe is a fine, large-leaved screen vine, and the brilliant flowers are remarkably like fanciful meerschaum pipes—fine to play with.

Your offspring can grow an abundant assortment of gourds and get a barrel of fun and surprises by planting a packet of seed of a mixture of ornamental and useful kinds. Or they may prefer to specialize on one or more of such varieties as: Apple, bottle, calabash-pipe, dipper, egg, spoon, Hercules-club, (3 to 4 ft. long) cave-man club, orange, pear, Turks-turban, and dish-cloth or Luffa, the fibrous inside of which, when ripe and dried, can be used as a sponge. Boy and Girl Scouts can display the colorful fruits at troop meetings in the fall, as well as spoons, dippers, canteens, and practical bird houses that can be fashioned from these durable and ornamental fruits which can also be painted and decorated.

Here are a few more miscellaneous plants that children will find interesting: Josephs-coat (*Amaranthus tricolor*) whose leaves are gaudily splashed with red and yellow. Cockscomb (*Celosia cristata*) so named because it looks like a rooster comb of red plush; another species (*C. spicata*) bears loose, upright plumes of red and yellow. Calico, Indian, or squaw corn is unique in that its kernels are of various bright colors. The ears are attractive all winter if arranged in a bowl on the table or combined with gourds in a "charm string" to be hung by window or doorway. In Jack-in-the-pulpit (*Arisaema triphylla*) almost any child will recognize the erect preacher under his canopy. If the flower head is not cut, an attractive cluster of bright red fruits will succeed it. The French variety of pussy willow (*Salix discolor*) has large, silvery pink catkins much more beautiful than those of the common or wild kind. Prune out the old canes each spring to keep the plants low and vigorous.

Even as far north as Massachusetts, children can grow their own peanuts or "goobers" if the summer is long and warm. The small Spanish pea-

Confused about Insulation?

Experts prefer *Balsam-Wool*

prove it yourself No need to be confused about insulation questions. Go to the men who know insulation *best*—the lumber dealers in your own community! They—and lumber dealers throughout the nation—vote Balsam-Wool as their first choice—for lifetime comfort and fuel savings! They choose Balsam-Wool above all others as the one insulation they would prefer for their own homes.

here's what you'll find:

You'll want an insulation that's windproof. Ask your lumber dealer for a sample of Balsam-Wool—see the tough, windproof covering that entirely surrounds the Balsam-Wool insulating mat. No wonder Balsam-Wool protects you from chilling winds!

You'll want an insulation that's protected from condensing moisture because only such insulation *lasts.* Then note the continuous, integral barrier that is built into Balsam-Wool—as an extra safeguard.

You'll want an insulation that can't settle or shake down within your walls. See how the Balsam-Wool mat is *bonded* to its covering. What's more, Balsam-Wool is securely *fastened* in place by special flanges.

Yes—your lumber dealer will show you why Balsam-Wool has a combination of features found in no other insulation. See him NOW—get his expert advice. Or mail the coupon for "Facts About Insulation For Your Home"—a new booklet you'll want to read.

*Balsam-Wool**

SEALED INSULATION

*Made by the makers of famous Nu-Wood**

Wood Conversion Company
Dept. 114-39, First National Bank Bldg.
St. Paul 1, Minnesota

Please send me the new Balsam-Wool booklet on Insulation.

Name.....

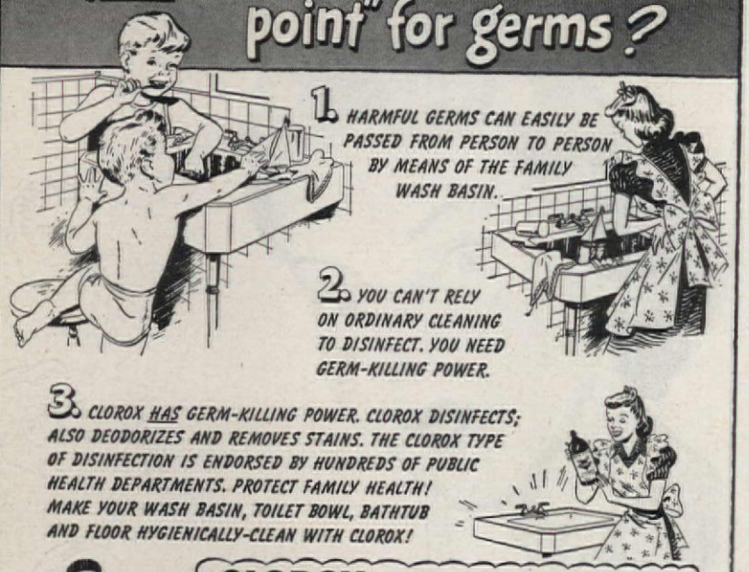
Address.....

City.....*Zone*.....*State*.....

*REG. U. S. PAT. OFF.

BALSAM-WOOL • *Products of Weyerhaeuser* • NU-WOOD

Is your wash basin a "transfer point" for germs?



1. HARMFUL GERMS CAN EASILY BE PASSED FROM PERSON TO PERSON BY MEANS OF THE FAMILY WASH BASIN.

2. YOU CAN'T RELY ON ORDINARY CLEANING TO DISINFECT. YOU NEED GERM-KILLING POWER.

3. CLOROX HAS GERM-KILLING POWER. CLOROX DISINFECTS; ALSO DEODORIZES AND REMOVES STAINS. THE CLOROX TYPE OF DISINFECTION IS ENDORSED BY HUNDREDS OF PUBLIC HEALTH DEPARTMENTS. PROTECT FAMILY HEALTH! MAKE YOUR WASH BASIN, TOILET BOWL, BATHTUB AND FLOOR HYGIENICALLY-CLEAN WITH CLOROX!

CLOROX... FIRST WITH AMERICA'S HOUSEWIVES BECAUSE IT OFFERS BOTH:

GENTLER Bleaching Action... Longer Life for Linens! There's no gentler bleach than Clorox in laundering. For Clorox is free from caustic and other harsh substances... it's made by an exclusive formula protected by U. S. patent!

GREATER Disinfecting Efficiency ...Added Health Protection! Because it's caustic-free, Clorox works faster in killing germs ...does a better job of disinfecting. Give your family the extra health protection of a Clorox-clean home!

Directions on Label

CLOROX BLEACHES • REMOVES STAINS • DEODORIZES • DISINFECTS
There's only one CLOROX... it's always uniform... always dependable!

Save time, money, effort with **BOON**... the ready-to-use liquid household cleaner made by the makers of Clorox. **BOON** wipes away dirt and grease from washable surfaces like magic.

Trim your Hedges the Fun-way

with faster-cutting

Electrimmer

Easy-to-grip handle, fast-cutting blade, extra power make Electrimmer the favorite tool of gardeners everywhere.

You just glide the Electrimmer over any hedge or bush . . . and WHEE!—it's clipped to perfection fast. One hand does it . . . and Electrimmer cuts or shapes to any effect you want. Assures uniform, level tops and sides . . . perfect contours . . . without the aches, pains and blisters of hand clipping. And Electrimmer goes like fun . . . even through the toughest bush. Extra powerful. See it at your hardware dealer's, or write today for full information.

For cutting tall growths, Electrimmer comes with an adapter for standard ½ inch pipe that replaces rear handle. User can attach extension pipe of any length desired.

Electrimmer is made exclusively by
SKILSAW, INC.
5033 Elston Avenue, Chicago 30, Ill.

SKIL ELECTRIC Tools PNEUMATIC

Active Plants

(Begins on page 134)

nut, offered in the vegetable section of many catalogues, makes a neat, fresh green border plant with clover-like foliage and yellow staminate (pollen-bearing) flowers. Shell out the kernels before planting to speed germination. Note that the "nuts" form only on the less showy pistillate flowers which become buried in the soil. Pull up the plants after the first frost and, when the pods have dried, strip them off and roast them slowly. (Better have a bag of commercially grown nuts on hand to offset the disappointment of a crop failure.)

After breakfast some morning, put a few grapefruit seeds to sprout in a flower pot, covering them with a half inch of soil. The plants are slow growing but most attractive with dark green glossy foliage. Lemon and orange pits can be used, too. A plant of giant proportions and rapidity of growth suggesting Jack's beanstalk is the Russian Mammoth sunflower (*Helianthus annuus*). Suggest that the young gardeners tie a bright ribbon or yarn loosely around the stem about six inches from the tip when plant is small and measure from day to day to see how much growth it makes. Sunflower seeds are good eating for blue jays, chipmunks, squirrels, poultry, and (eaten like peanuts) for your sons and daughters; they contain about 50 per cent protein and up to 32 per cent fine vegetable oil.

There's much to watch and wonder at in the way some plants reproduce themselves from parts of a leaf. Lay a large leaf of the air-plant or life-plant (*Kalanchoe pinnata*, sometimes called Bryophyllum) on moist soil or sand, suspend it by a string in a covered jar, or even hang it from your kitchen window shade, and tiny plantlets will develop in the notches along its scalloped edge. When they are large enough to handle, detach and plant in ordinary soil. Try your propagating skill with other familiar house plants such as peperomia, crassula, begonia, English ivy, and the intriguing piggy-back plant (Tolmeia).

In any case, plan a garden for fun as well as for other reasons. Spectacular plants make fine gifts, fully as pleasurable, and far more beautiful and enduring than many of the useless gadgets that children receive.

Straight from Heaven 50c
Sixteen-page folder of baby shower ideas. Contains instructions for invitations, favors, table decorations, baby announcements, games, menus, recipes, and ideas for gift presentations

Hobby Horse Centerpiece 06c
Instructions and pattern for making Hobby Horse centerpiece and horseshoe place card.

Send order and remittance to:
American Home Party Department
55 Fifth Ave., New York 3, N. Y.

BIGGEST STRAWBERRY VALUE!

STREAMLINER EVERBEARING STRAWBERRY

25 Certified Plants FOR ONLY **$1.00** POSTPAID

Extra large, red delicious berries can be picked right in your own garden 10 weeks after planting this Spring and right up to frost. Order these productive, selected plants —we will ship at your proper planting time.

FREE CATALOG—of berries and fruits in color—sent with each order—from World's Largest Growers-Shippers of Berry Plants.

TOWNSEND NURSERIES, INC.
124 VINE STREET • SALISBURY, MD.

sow SALZER'S seeds

ROSE OF FREEDOM

Beautiful currant-red hybrid tea, huge flowers with 60 to 70 petals. Delightfully fragrant. One of America's finest red roses. Winner of the 1947 City of Portland Award as highest scoring red rose. First time offered. Selected 2 yr old stock. **$1.65 each postpaid.**

We also have many other of the finest roses grown, including the All America Awards and new Sub-zero varieties.

Write for our 81st Annual free catalogue offering seeds, bulbs and plants of all kinds.

John A. Salzer Seed Co.
Box M20
La Crosse, Wisconsin

1949 FREE CATALOG

5 YR. OLD BLUEBERRIES

Big yield giant berries this yr. Last a lifetime.

STREAMLINER STRAWBERRIES
New Supreme Everbearer. Giant sweet fruit. Also Superfection, Gem, Minnesota 1166, Robinson, Grand Champion. Other spring-bearers.

THORNLESS BOYSENBERRIES
Extra heavy fruiting strain. Also complete line of Trees, Grapes, Blackberries, Asparagus, Perennials. Nursery Stock. Write today for catalog free.

WESTHAUSER NURSERIES, Box 173, Sawyer, Mich.

BUIST GIANT ZINNIAS

Large 10c Packet **5c**
Free Garden Guide & Catalog
Seeds • Bulbs • Fertilizers
ROBERT BUIST CO.
DEPT. A, 4 S. FRONT ST., PHILA. 5, PA.

SEEDSMEN FOR OVER A CENTURY

GARDEN SUCCESSFULLY

USE MICHIGAN PEAT—Nature's Finest Soil Builder. Improves all soils. Unsurpassed for roses, shrubs, trees, flowers, azaleas, vegetables, LAWNS. ECONOMICAL—a little goes far! Here is your best buy—order 100 lb. bag from dealer or send $1.00 for 10 lb. sample bag shipped postpaid direct from

MICHIGAN PEAT, INC.
267 Fifth Avenue • New York 16, N. Y.

LILACS! BRAND'S BEAUTIFUL FRENCH VARIETIES

From one of the largest collections in the country. All grown on own roots. 55 Varieties in all shades and colors. Many fine selections at moderate prices. Also prize-stock Peonies, Iris, Perennials and Ornamentals. Write for Catalog.

BRAND PEONY FARMS, Faribault, Minn.

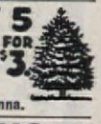
FREE BERRY CATALOG

New Sunrise
RASPBERRY

Bears *extra* quality berries, *extra* early. Also strawberry, boysenberry plants. Free catalog.

KEITH PLANT NURSERY, Box 13, Sawyer, Mich.

BLUE SPRUCE 5 FOR $3.



Very superior stock. Well-branched 6 year old 8-14" tall. Sent postpaid at planting time. For Evergreen Catalog write—

MUSSER FORESTS, Inc., Indiana, Penna.

25 EVERGREENS POSTPAID

3 favorite varieties. 10 Colorado Blue, 10 Norway Spruce, Ponderosa Pine, 2 year plants, 3-6 inches. All 25 only $1.00 postpaid. Order early. Catalog FREE.

BERRY SEED CO., Box 4321, CLARINDA, IOWA

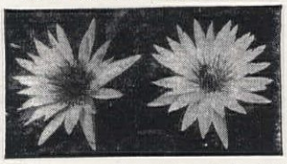
ARBORVITAE 15 FOR $3.

For hedges or specimen trees. 5 yr. old 6 to 12 in. Sent postpaid at planting time. For "Evergreens" booklet write—

MUSSER FORESTS, Inc., Indiana, Pa.

Waterlilies

BRING COLOR AND FRAGRANCE TO GARDENS EVERYWHERE



Waterlilies are easily grown and should be in every garden. Put them in a tub of water if you do not have a pool and in a few short weeks you will enjoy beautiful blooms.

OUR NEW COLORFUL WATERLILY AND GOLDFISH CATALOG FREE!

Lists the choicest varieties of waterlilies and fancy fish for pools and aquariums. Write today for your copy.

THREE SPRINGS FISHERIES

539 Main Road, Lilypons, Md.
411 N. 7th Ave., Suite 713, Dept. 539, St. Louis, Mo.
333 N. Michigan Ave., Dept. 539, Chicago, Ill.

World Famous Varieties

GLADIOLUS

OUR BIGGEST BULB BARGAIN

100 BULBS $1.94

Think of it! This amazing low price brings you 100 blooming size gladiolus bulbs—our glorious rainbow mix colors in these 2-year-old, high-price varieties: Wonderful shades of reds, blues, yellows, pinks, purples, whites, peach, violet, crimson, multicolor, etc. Already 2½ to 3¼ inches in circumference. We will replace any bulb which does not FLOWER FIVE (5) YEARS. Order now while they last! Mailed in plenty of time for spring planting. Money back guarantee. EXTRA—Prompt orders receive 3 TUBEROSES without additional cost. Bloom first year into waxy white, fragrant flowers, 2 to 3 ft. tall, can be grown in pots, too.

SEND NO MONEY—RUSH ORDER

Pay only $1.94 plus postage on arrival. Cash orders sent prepaid. Send order, name and address to

MICHIGAN BULB CO.
Dept. GD-1806 • Grand Rapids 2, Michigan

WATER LILIES

Rainbow Colors

MY Full-of-Bloom CALIFORNIA GROWN WATERLILIES ARE GUARANTEED TO GROW AND BLOOM

FREE POSTAGE ANYWHERE!

FREE CATALOG

My large, hardy plants are lowest in price. Bloom at once. Send today for MY NEW CATALOG. Beautifully Illustrated in Colors.

JOHNSON WATER GARDENS P. O. BOX A-1 PARAMOUNT, CALIF.

NEW 1949 BERRYBOOK & CATALOG FREE!

Rayner's 33 VARIETIES FIELD TESTED

STRAWBERRIES

BLUEBERRIES, RASPBERRIES, BLACKBERRIES, GRAPES & ASPARAGUS

fully described with planting directions in our '49 Berry Book & Catalog. (Nationwide Shipments). Write for FREE COPY NOW!

RAYNER BROS. 57 Berry St. SALISBURY, MD.

Tyler Roses

Free Illustrated Booklet "Hints on Care and Culture of Roses." Trial Offer: Send $2.00 for four 2-year-old bushes, all different. World's best varieties—guaranteed. Address

McCLUNG BROS. ROSE NURSERY
Route 5, Tyler, Texas

Sensational Tetra SNAPDRAGONS

New SCIENTIFIC INTRODUCTION

Chemically treated. Produces the largest flowered Snapdragons, many attractively ruffled. Sturdy spikes 2½ feet high. Combination of gorgeous rich colors. Bloom all summer. Send 10c for 300 seed and my Big Seed & Nursery Catalog. FREE

R. H. SHUMWAY SEEDSMAN Box 307 Rockford, ILL.

NEW PINK DREAM AZALEAMUM

600 BLOOMS 1ST YEAR

Amazing, fast-growing plant. Hundreds of blooms August till frost . . . up to 1500, 2nd year. 11 other rare colors.

FREE—Garden Book. Write now

R. M. KELLOGG COMPANY
Box 635. Three Rivers, Mich.

Sample Garden

(Begins on page 54)

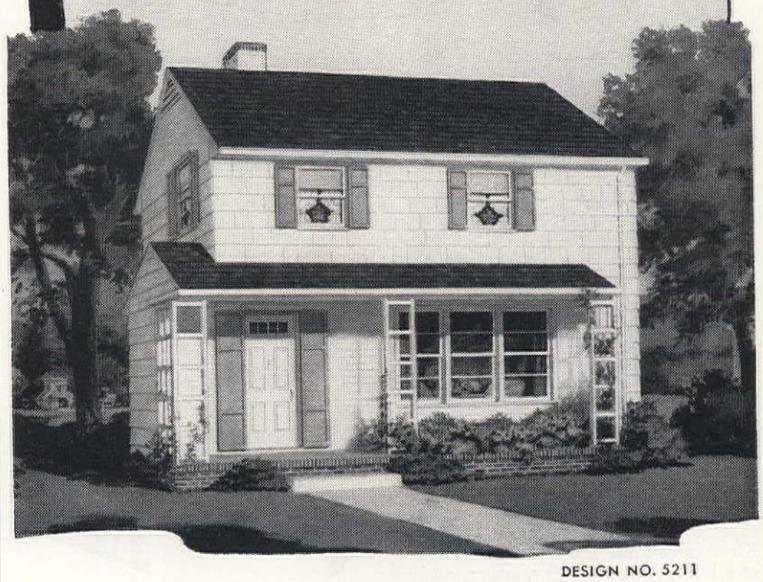
Hardy in the picture, is a Northern Spy apple, and in each front corner is a fruiting quince tree. In between these three are white-flowered hybrid rhododendrons, which bloom in unison with the thyme, and cultivated high-bush blueberries. Behind this border and extending into the woodland, which consists largely of white pines and white birches, are more white rhododendrons, also white azaleas, white dogwoods (*Cornus florida*), mountain laurel, and several Sargents flowering crabs, with their handsome white blossoms. In the spring, the ground beneath these plants is bright with the blue and white flowers of hardy bulbs. The whole garden development has been accomplished largely with simple, native material, much of it found on the property. It is, therefore, completely in keeping with the informal style of the house.

Among the other interesting shrubby or woody subjects distributed through the garden are: At the back corner of the house, a Russian-olive or oleaster (*Elaeagnus angustifolia*) with its dense mass of small, gray-green leaves, silvery beneath; this the Hardys have grown from seed in eight years. Between the two windows of the porch, is a glory-bush or Tibouchina which, being a tropical American plant, is grown in a large tub and taken under cover in the winter. At the side entrance to the garden of perennials, are dwarf pear trees, and at the opposite side, the gap in the fence which leads to the formal herb garden, is set off by two Hopa crabs. What looks like a large shrub by the back door is simply a happily located pokeberry (Phytolacca), that comes up year after year, its long racemes of purplish-white flowers turning into tassels of rich purple-red berries. At either side of the front door is a mountain pieris (*Andromeda floribunda*); the front corners of the house are softened by big hybrid lilacs with double white flowers. The one at the right corner stands in the midst of some companionable dwarf mock-oranges.

The planning of the garden has concentrated the flowers in beds around a central area of velvety green turf. With a few exceptions, perennial material has been used, and the selection has been of plants which will bloom together harmoniously all through the season. Mrs. Hardy kept in mind, too, the development of a design that would afford a pleasing view from the windows of the house and the porch. Nor did she forget the old saying about "sun before 12" in determining the location of house and garden, which, as should always be the case, were treated as a unit.

It is hard to visualize the place as it was when the Hardys bought it. And that time, the entire hillside

GETTING BETTER HOME VALUE IN Today's HOME MARKET



DESIGN NO. 5211

with the aid of the

WEYERHAEUSER 4-SQUARE HOME BUILDING SERVICE

Today, more than ever before, you owe it to yourself to secure full value from every home building dollar. Careful planning before building is your best guarantee of greater value. That's why the Weyerhaeuser 4-Square Home Building Service was developed—to give you sound, professional pointers in planning and building your new home.

You will profit by examining this helpful Home Building Service before you build. The many top-flight designs of leading architects will stimulate your planning. The practical construction details will show how greater values are gained without stretching your budget. Every month an authentic, modern design is added to give you the best in new ideas and suggestions.

Your retail lumber dealer has the complete Service for your study and use. If you'd like an illustrated folder describing the home design shown above, and other interesting designs in the Weyerhaeuser 4-Square Home Building Service, send in the coupon below.

WEYERHAEUSER 4-SQUARE LUMBER AND SERVICES

WEYERHAEUSER SALES COMPANY
5211 First National Bank Building • St. Paul 1, Minn.

● I am enclosing 10c. Send me the booklet "Helping Today's Home Builders get Their Money's Worth" and the folder on Home No. 5211.

Name _____
Address _____
City _____ Zone _____ State _____

No other tissue gives you all the advantages of KLEENEX*

There are lots of tissues, but your nose knows *there's only one Kleenex!* A special process keeps your Kleenex Tissues luxuriously soft... that's why they're so kind, so gentle... soothing to delicate skin!

You won't find weak spots or lumps in Kleenex . . . the brand preferred in a national survey by 7 out of 10 tissue users. Kleenex gives strength and absorbency you know you can *depend* on. It's America's favorite tissue!

No other brand — only Kleenex — gives you the handy *Serv-a-Tissue Box* that prevents tissue-fumbling. With Kleenex you pull *just one* double tissue at a time — and up pops another, ready for use. Saves trouble, saves tissues!

LITTLE LULU SAYS:
Your best buy in tissues

© International Cellucotton Products Co. *T. M. Reg. U. S. Pat. Off.

best known name in power-lawn-mowers *for thirty years*

"MOTO-MOWER"

Why push a hand mower when you can drive a "Moto-Mower" . . . builders of quality power mowers for thirty years . . . write for literature and the name of the nearest dealer . . . a MOTO-MOWER is worth insisting upon.

The MOTO-MOWER *Company*
4604 Woodward, DETROIT 1
. . . since 1919 . . . sizes 20" to 71".

Lawn care is easier with an Allen "Justrite." Instantly adjustable, it sprays a fine mist or a heavy stream. Important, too — leakproof design saves clothes from messy dripping. Solid brass construction cannot corrode. *Available at your nearest dealer.*

W. D. ALLEN MANUFACTURING CO.
Established 1887
Chicago 6 New York 7

100 FEET OF AMOUR RIVER PRIVET HEDGE for $1

SATISFACTION GUARANTEED
Fast-growing . . . needs almost no attention. Fills well without gaps —the best background hedging plant you can buy. You get 50 plants (6" to 12"), all well rooted and ready for planting 2 feet apart. SEND NO MONEY—WE SHIP C.O.D. Just pay postman $1 plus postal charges!
THE FLOWER SHOP, Department HC 139, Italy, Texas

50 Gladiolus Bulbs AND START OF 4 AFRICAN VIOLETS $1

I will send you the start of 4 different colored African Violets with my very special Gladiolus bargain. Shortly after the Glads stop blooming outdoors, the violets will bloom indoors. 50 blooming size Gladiolus, guaranteed to bloom first year, a mix of the most beautiful varieties and color. These are Bulbs, not little Bulblets! *SEND NO MONEY*—pay postman C. O. D. 50 for $1, 100 for $1.75, plus start of 4 Violets. Cash orders prepaid. Return at once if not pleased. Order from OWEN NURSERY, Dept. 15-AH, Bloomington, Ill. Clip this.

Sample Garden

(Begins on page 54)

was covered with scrub oak and birch; the digging of a gravel pit had been started; large rocks dotted the area, many of which had to be dug out and hauled away as they were too big to be of use in the landscaping plan. In buying the tract of wasteland on the outskirts of Lexington, the Hardys had in mind finding an old house and moving it to the site. But after careful consideration, they decided that it would be more advantageous to build a new house that would look old. And as the years have passed, they have never regretted their decision.

The treatment or "finish" of the house, as well as the type of architecture, contributes to a delightful illusion of age. The clapboards, of California redwood siding, were treated with five coats of linseed oil and left to weather. The trim is painted a faded barn red, and the outside doors are of a faded blue shade that contrasts and blends nicely with both clapboards and trim. The roof line is pleasingly broken by what New Englanders call "shed dormers." The spacious, roofed and flagged porch, with barnlike doors on the two sides, opens flush with the garden area, and within its pleasant confines the Hardys do much of their summer living and entertaining.

Because this couple's primary interest is the growing of herbs, these pungently intriguing little plants—and sometimes they are not so little—wander gypsylike around the grounds, insinuating themselves everywhere into nooks, corners, and crannies. You will find them poking up between the flagstones in the walks, and in sheltered angles where porch and house join, thus demonstrating their definitely decorative, as well as practical and economic, value.

Through an opening in the rustic rail fence, and from a flagged path that leads from the back of the house to the porch, one can step pleasantly backward in time into a quaintly formal plot of herb beds laid out in octagonal shape, with bisecting gravel paths and a flagstone walk through the center. At one end of this walk is the house proper; at the other end is a small, weathered, wisteria-draped garden house. It is a fitting accompaniment to what Mr. and Mrs. Hardy call their "sample garden of simples," because in the little geometrical plot are specimens of many of the plants grown in long crop rows farther afield. And then, adjacent to the formal herb patch and bordering a vegetable garden (which also is not shown on the plan on page 54) is a cutting garden containing a variety of annual and perennial flowers. These Mrs. Hardy uses generously in keeping the inside of the house as cheerful and colorful as its setting.

10 BLUE SPRUCE $1

10 Colorado Blue Spruce, 4 yr. transplanted, 3 to 6 in. tall — only $1 postpaid, 22 only $2 postpaid! Another Bargain: 40 Evergreens, $3 postpaid; all transplanted, 4" to 10" tall. Ten each Scotch Pine, Balsam Fir, Norway Spruce, Red Pine, all 40 for $3. (West of Mississippi River add 25c.) Free illustrated price list of small evergreen trees.
ALL TREES GUARANTEED TO LIVE.
WESTERN MAINE FOREST NURSERY CO.
Dept. AH-39 Fryeburg, Maine

CACTUS PLANTS FROM SEED ALL KINDS AND FORMS

Curious, odd-looking, strange species of plants; thrive anywhere with little care. Flowers of exquisite beauty and fragrance. Send 10c for 50 Seeds and Condon's Big Seed, Plant and Nursery Catalog, or Postal for Catalog Only. FREE
CONDON BROS. SEEDSMEN Box 17 Rockford, ILL.

HEAD LETTUCE *will head in any climate*
GREAT LAKES-ICEBERG TYPE
ALL AMERICA WINNER
Resistant to heat and sun. Medium size. Solid crisp heads. Send only 5c for big packet and New Seed & Nursery Catalog. FREE
R. H. SHUMWAY SEEDSMAN Box 305 Rockford, ILL.

Free! To Gardeners—THIS BIG NEW 1949 NURSERY BOOK
HUNDREDS OF Special Offers
Send for "What, When, Where, and How to Plant." Helpful hints—early order discounts—illustrated. *Roses, shrubs, fruit and shade trees, flowers, bulbs. Guaranteed.*
100th YEAR
SPRING HILL NURSERIES, TIPP CITY, OHIO DEPT. A-71

PLANTS FREE GARDEN BOOK
GARDEN THE EASY WAY
Send today for our 1949 Color Catalog of Cabbage, Onion, Lettuce, Broccoli, Cauliflower, Collard, Tomato, Potato, Eggplant, Pepper Plants. Safe Delivery Guaranteed.
PIEDMONT PLANT CO., Box 903, Albany, Ga.

GIANTS OF CALIFORNIA *Petunia*
Fringed or Notched Bloom Supreme Florists' Strain. "The Handsomest Frilled Petunia in the World." Large, rich colored blooms in every conceivable shade on stately plants. 150 Seeds, Regular 50c Packet, ONLY 10c with Big New Seed, Plant and Nursery Catalog. FREE
CONDON BROS. SEEDSMEN Box 16 Rockford, ILL.

ROOT YOUR OWN CUTTINGS IN SAND
in a box, greenhouse or hotbed. Scientific instructions, copyrighted, including culture, $1.00. It is easy to root cuttings, quickly, of Camellias, Azaleas, Gardenias, Roses, Evergreens, and all plants, any time, with our simple instructions.
FREE CATALOG . . . . On Gardenias Azaleas • Camelias
NATIONAL NURSERIES Dept. 2 BILOXI, MISS.

GIANT SHAGGY **ASTERS** RED ★ WHITE ★ BLUE ★
3-15c Packets. One each: Hearts of France Red, Snowball White and Blue Gem. Gorgeous 5 in. Blooms. 2½ in. thick on stately stems. Send 10c Today for these gorgeous asters and Big Seed, Plant and Nursery Catalog. FREE
R. H. SHUMWAY SEEDSMAN Box 306 Rockford, Illinois

Daylilies More garden beauty—less garden labor. Bloom spring to fall. Free Catalog.
Farr Nursery Co. Box 939 Weiser Park, Pa.

STRAWBERRY PLANTS
Allen's 1949 Berry Book tells best varieties and How to Grow Them. Copy free.
W. F. ALLEN COMPANY
10 Oak Street, Salisbury, Maryland

Grow **XMAS TREES**
We grow 20 million trees a year. For special Xmas tree bulletin, prices, write.
MUSSER FORESTS, Inc., Indiana, Penna.

Singing like the others do...

Ewing Galloway

HELEN S. NEAL

What's the trouble, Jim?" asked Bill in the middle of a tune the boys were singing on the Scout hike. "Trying to be funny?"

At his words, all the boys stopped singing. "What does he mean?" Jim asked, turning to Tom, another member of the group.

"You weren't singing 'Pack Up Your Troubles' like the rest of us," replied Tom. "You just stuck to one note all the way. When we sang 'Don't Fence Me In,' you did use two or three notes, but not the right ones. Gee, why do you always spoil things?"

Yes, Jim was tone-deaf, and after repeated episodes like the one above, began to feel self-conscious about his singing. If Jim's mother had known about tone deafness when he was a little boy, she could have helped him overcome his affliction. Eventually, he would have been able to hold his own with singers in classes at school, on Scout hikes, and on sleigh rides. Those who can't carry a tune miss a great deal of fun throughout their lives.

Two generations ago, tone deafness was accepted as an affliction to be endured. One generation ago, a few music teachers were beginning to understand that the right kind of instruction could eliminate most cases. Today, music teachers in the public schools are trying to help individual cases whenever they can spot them, but a child would be far less of a problem when he arrived in school if his mother had begun proper training in the pre-school years. A mother, by giving the child encouragement, can help him almost from the beginning. At one year, a child can be taught to use his voice at a given pitch, and this will help to prevent tone deafness.

It must be remembered, too, that a child's handicap may not be discovered by teachers in the early school years. In kindergarten, music is made by rhythm band instruments, and the tone-deaf child often has good rhythm. He can beat the drum, strike cymbals, or shake the rattle in perfect time to the teacher's playing, and the teacher may not discover his handicap. What the child lacks is pitch difference, often also an awareness of dynamics, the changes from "louder" to "softer," and other differences in volume and intensity.

Thus it is wise for a mother to discover for herself whether or not her child has even the slightest tendency to be tone-deaf and set about helping him to overcome it at home. If she lacks rudi-

There's magic in music when you play it yourself...

You don't have to take your music second hand. You can play the Hammond Organ. *Your* Hammond Organ in your own home!

Your children can know the thrill of playing great music themselves.

When your fingers touch the keys of the Hammond Organ, music leaps to life. It cries, it laughs, it lives, and it's yours. You create it with a depth of color and breadth of expression that your music never had before. You control it from the soft whisper of woodwinds to the surge and swell of a great vocal chorus.

And it doesn't take long to learn how!

If you can play the piano, you can quickly learn to play the Hammond Organ

Yes, if you can read simple music, or if you're an average piano player, you can quickly learn to play the Hammond Organ. You won't be ready for the concert stage after a few lessons, but you will be able to express yourself in music as you never have done before.

And you can afford the Hammond Organ!

Costs no more than most fine pianos!

The Hammond Organ costs no more than most fine pianos. Just plug it into an electric outlet and play. There is no installation problem. The beautiful Hammond Organ is at home in any living room. And it is the only organ in the world that can't get out of tune.

When you buy the Hammond Organ, you buy the world's most widely-used complete organ. You buy an organ proved by many years of satisfactory performance in thousands of churches and homes.

Mail coupon for more information

For complete information on the Hammond Organ, for the address of the nearest dealer where you can see, hear, and play this magnificent instrument, mail the coupon now.

HAMMOND ORGAN

MUSIC'S MOST GLORIOUS VOICE

Hammond Instrument Company
4206 W. Diversey Ave., Chicago 39, Illinois
Without obligation, send me full details about all models of the Hammond Organ.

Name .....

Street .....

City ..... P. O. Zone ..... State 3

©1949

"I'm this way about GRO-PUP"

Don't let your dog down at dinner time—feed him a heaping dish of crunchy-crisp Gro-Pup Ribbon! Smackin' good . . . *and nourishing!*

Gro-Pup has the meat meal dogs long for . . . skim milk and homogenized fish for top-quality proteins. 23 "dog thrive" ingredients in all, including every vitamin and mineral dogs are known to need!

Yes—feed Gro-Pup for sleek coat, strong body and lively bounce! It's veterinary-approved . . . it's the only Ribbon-type dog food available!

THRIFTY, TOO! Not 70% water like most canned dog foods. With Gro-Pup *you* add the water! You get almost 1½ lbs. of solid nourishing food in a single package of Gro-Pup Ribbon . . . it's the biggest box on the shelf!

It's Smackin' Good... it's Kellogg's

Singing Like the Others

mentary musical knowledge, she will probably have a friend who will be glad to give the child a few hours of musical training each week.

Let's start Jim over again and see what could have been done for him in his first two or three years. When he was about a year old, his mother might have tried simple singing of syllables such as "la-la" at different pitches, encouraging him to imitate her. After a few times, when he gave back a note lower or higher, it would have been wise to repeat and repeat, helping him with her own voice, by degrees, to attain the note she played. For instance, if she played middle C and the note he sounded in response was the G below middle C, she would sing his G, raise it to A, inviting him to follow, then to B and up to C, praising him when he attained the C that was called for.

If the music is fun, finding pitch is a game. If parental approval is forthcoming when pitch is attained, the game becomes worth while to the child, and he enjoys playing it.

Many small children go through a period when the co-ordination of their listening and thinking is so incomplete as to cause what seems like tone deafness. Remember that tone deafness in the toddler period may mean only that the co-ordination required to hear the tone, think it, and reproduce it by the voice is incomplete. A child who is able to identify many tunes is probably not tone-deaf. A small child should be encouraged to identify any tunes he has had occasion to know from hearing them often on the radio phonograph.

During the singing of nursery rhymes, if a phrase is not at the right pitch, let the child try it over and over and over, praising him as he improves and promising to try it with him again tomorrow. Fatigue will cause a resistant attitude and should be avoided at all times.

When the child is old enough to talk, he should be able to differentiate between one note and another that is somewhat lower or higher. A tone-deaf person usually cannot do this unless the notes are many octaves apart. I know a tone-deaf adult who cannot describe any difference, except that a high note seems "thin" and a very low one "thick."

As there was a history of tone deafness in my husband's family, I was zealous about combatting any tendency toward it in our children. The imitative tendencies of a one-

GARAGE DOORS STICKING?

DON'T YOU GET A MULE

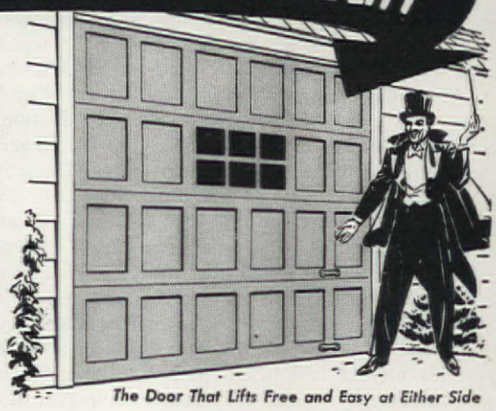
GET THE NEW

CRAWFORD DOOR "MARVEL-LIFT"

with Marvelous ENERGIZED

Crawford Doors glide up inside garage, safe from wind, rain, snow, ice.

Crawford Doors leave full opening clear for easy driving in or out.



The Door That Lifts Free and Easy at Either Side

Modernize this quick, thrifty way with beautiful 24-panel Door by Crawford, outstanding specialist in popular-priced, quality garage doors for nearly 20 years. Quarter million in daily use.

Energized "MARVEL-LIFT" gives finger-tip operation—a child can raise or lower it easily, quickly. Side lock eliminates climbing over car bumper to reach handle and getting clothes dirty. Available with automatic radio operation.

Call CRAWFORD DOOR SALES CO. in your local Yellow Pages for more information and free estimate. Pay as little as $5 a month.

Crawford DOOR CO.

416 St. Jean, Detroit 14, Michigan

SEND FOR FREE BROCHURE

(Begins on page 141)

ear-old make pitch-training great un, and it's thrilling to hear a youngter begin to give back "la-la" and pum-pum" at a given pitch. In the arly years, I played simple songs to he children, using one finger and laying the melody only, lest the harnonizing notes of the left hand conuse them. I made a game of makng the voice reach a given note, atiently repeating the note until the hild's voice reached it. As each child ecame proficient in a single note, I orked on intervals. Soon, thereafter, hey could identify thirds and fifths nd octaves. Then they learned minor hirds. Before we went too far with he detection of intervals, which we alled "Playing Detective," we played nother game called "Bring It Back." To play this, the children stood with heir backs to the piano while Mother ave them a note. They took it with heir voices, sounded it just once, hen walked away in different directions, came back and softly gave it to Mother again, each one singly, so the other wouldn't hear. Gradually, they perfected this accomplishment until they could walk down the block and return to "Bring It Back."

Has it helped our two older children? Of course, I cannot prove that either of them would have been tone-deaf, although one of them showed marked tendencies toward complete inadequacy so far as pitch is concerned. Both can now tune my harps with facility. Two very difficult instruments for persons who are tone-deaf are the violin and cello. Yet these girls chose these instruments to play. After less than three years' training, they were playing with orchestras at 10 and 12 years of age. The cellist, at 12, was the youngest to have been taken into a symphony which invites nationally famous artists to appear as guests. It was the 12-year-old who had shown such marked signs of tone deafness in her toddler years.

Youngsters like Jim, the child I mentioned earlier, can profit from the kind of training that I have given our children in their toddler years. With his grade-school intelligence, he can understand why he is undertaking training and will, therefore, co-operate. It will, of course, take real effort on his part to listen with understanding and to produce the correct tones. In a group where there is embarrassment over his limitations, he can do nothing to overcome his affliction. His mother or an understanding friend must be the one to help him.

TEN MODERN TINTS* ASSURE COLOR HARMONY!

Amazing new PEN-CHROME enables you to bring out the natural beauty of unfinished or resanded wood furniture, paneled walls, trim, and other woodwork. A choice of ten modern tints* controls color of wood—for better harmony with colors on painted walls and other decorations. Applies quickly and easily. Does not hide grain. Marproof, waterproof, economical. *Send coupon today*—brighten up your new or present home with PEN-CHROME!

*Maple · Sandalwood · Bleached Mahogany · Driftwood · Platinum Blonde · Light Oak · Dark Oak · American Walnut · Mahogany

MADE BY THE MAKERS OF FAMOUS...

The O'Brien Corporation,
Dept. AH-3
South Bend 21, Indiana

Rush free data on PEN-CHROME Blonde Wood Finishes.

NAME _____

ADDRESS _____

O'BRIEN PAINTS

A THING OF *Beauty* AND A JOY FOREVER!

Double Boiler
1½ qt. 2.25; 2 qt. 2.65

MIRRO
THE FINEST ALUMINUM

• MIRRO utensils brighten your kitchen with graceful, good-looking design. But, best of all, notice the MIRRO finish, next time you're in a store. That silvery polish, so high and glossy, will mirror every movement and catch every color in the room. So, don't worry about matching colors when you buy MIRRO.

And remember, MIRRO beauty is *lasting* beauty. MIRRO, with only ordinary soap-and-water care, will wear well for fifty years or more! So, money spent for MIRRO gives you good things to cook with *and* to live with, for a whole housekeeping lifetime.

Because you want loveliness that *lasts*... *get* MIRRO

ALL MIRRO UTENSILS promise you overall even heating . . . quick cooling . . . sturdy construction, of *thick* aluminum . . . smooth interior surfaces for easy cleaning . . . cool handles . . . many exclusive worth-while features.

ALUMINUM GOODS MANUFACTURING COMPANY • MANITOWOC, WIS.
World's Largest Manufacturer of Aluminum Cooking Utensils

Get MIRRO *at department, housefurnishing, hardware stores, wherever dealers sell the finest aluminum.*

All prices slightly higher in west

YOU CAN BE SURE..IF IT'S
Westinghouse

Now! Get extra hot water at the touch of a button!

Exclusive! New Booster Button on Westinghouse De Luxe Water Heaters gives gallons *more* hot water from same size tank, electrically, *automatically!*

You Get All the Hot Water You Want . . . when you want it, without work, dirt or worry.

There's a Westinghouse Water Heater for every household need. In cities or on farms. All have . . . *Cold Water Baffle* that keeps incoming cold water from cooling the hot water . . . *New Tank-Guard* that stops corrosion . . . *Famous Immersion-Type* Corox elements.

Just push the button for more hot water!

See These Water Heaters Now . . . at your Westinghouse retailer's.

10 YEAR PROTECTION POLICY

EVERY HOUSE NEEDS A
Westinghouse
AUTOMATIC ELECTRIC
Water Heater

WESTINGHOUSE ELECTRIC CORPORATION • APPLIANCE DIVISION • MANSFIELD • OHIO
TUNE IN TED MALONE . . . Every Morning, Monday through Friday . . . ABC Network

Behavior Problems

(Begins on page 62)

by forcing him. There are, of course, acceptable standards, but it must be remembered that these will normally vary from one age period to another, and even in the same age group.

Certainly, it is essential for a parent to know approximately what a child is able to do, physically and socially, at a particular age. It is unrealistic to expect a three-year-old to clean up, without help, the mess he makes with his toys. All the insistence that a parent can command will not help him to accomplish this task unaided.

The five-year-old who ties his own shoes for a few days may suddenly decide not to do it one day, and he asks for help. Perhaps tying the laces is a strain on him, or possibly he feels frustrated by having failed to tie them correctly that day. Insistence that he tie his shoes will make him tense and doubtful of the parent's reliability.

Expecting the pre-school child to refrain from striking out or hitting when a toy is seized by another child shows a failure to understand the feelings and capacities of young children. At best, punishment in such an instance may result in a fearful child —one who fears himself and others as well. It may create a continuing feeling of frustration which will cause the child to work out his natural aggression in less spontaneous, more devious and surreptitious ways.

The four-year-old very naturally may take things which don't belong to him. Punishing him will not curb his desire to take much of what he sees, but it may result in his learning to hide such innocuous activities from his parents. This is the time when parents should begin to teach him the difference between what is his own and what is not, remembering that education is a slow process and that an understanding of moral values is not acquired overnight.

Adults are apt to be amazed at the colorful vocabulary which four- and five-year-olds acquire. When parents resort to punishment or to lengthy discussion about the impropriety of the language, the child learns that he has a new weapon and is sure to open up with all his ammunition at the most embarrassing times.

A child's demands and activities are usually reasonable from his point of view and ought to be understood sympathetically. If they seem unreasonable, faulty disciplining—either by nagging or spanking—will aggravate the situation, not improve it.

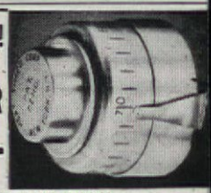
Parents should see that a child has one set of rules to follow, not one from Mother and another from Dad.

Corporal punishment is generally a waste of time. Respect for the child helps him to develop his own discipline from within. Mental or corporal punishment is apt to lead to insecurity, and unhappiness.

RITZIE'S
Won't S-T-R-E-T-C-H!
Won't SOUR
Ritzie Dish Cloth
(In the Famous Gold Band)

3 to a package
at leading houseware and department stores just 69c
Pioneers in Cleaning Cloths RITZ Since 1892
John Ritzenthaler - New York 13, N.Y.

SAVES FUEL!
Thermostatic
RADIATOR VALVE . . .
Automatically



LETS YOU HEAT ANY ROOM INDIVIDUALLY AT THE MOST COMFORTABLE TEMPERATURE

Replaces ordinary air valves. Radiator heats only when temperature drops below valve setting and shuts off vent when setting is again reached. May be installed in one-pipe steam system.

$4.95 prepaid

See your local dealer or write Dept. AH
HEAT-TIMER CORP., 160 Fifth Ave., N.Y.C.

Send for FREE fashion booklets
FOR MISSES AND JUNIORS

Do your fashion shopping on Fifth Avenue . . . Fashion Centre of the World . . . the economical TAGIL way. The smartest styles from New York's top designers brought to your doorstep at "direct-to-you-prices." Send your name for FREE fashion booklets and bulletins.

Illustrated: dramatic 2-piece tunic suit. Fine details of Bur-Mil gabardine in white over black or beige over brown. Sizes 10-20, $12.95

Tagil
TAGIL of N.Y. 138-D Fifth Ave., New York 11

Hi-Life
9 out of 10 DOGS LIKE IT!
CANNED DOG FOOD
PUP CHEF

Vitamin Rich
At your Grocer
Hi-Life Packing Co., Chicago 5, Ill.

Callouses

Fast Relief—Pain, Burning, Tenderness On Bottom Of Feet

You'll quickly forget you have these foot troubles when you use soothing, cushioning Dr. Scholl's Zino-pads. Separate *Medications* are included for speedily removing callouses. Insist on Dr. Scholl's!

Dr Scholl's Zino-pads

Year in and year out you'll do well with the HARTFORD

—all forms of fire, marine and casualty insurance and fidelity and surety bonds.

See your Hartford agent or insurance broker

HARTFORD FIRE INSURANCE COMPANY

HARTFORD ACCIDENT AND INDEMNITY COMPANY

HARTFORD LIVE STOCK INSURANCE COMPANY

HARTFORD 15, CONNECTICUT

SMART IDEAS

for modernizing at low cost

READY NOW

Thirty-two pages of room interiors in full color. Arrangements by America's leading decorators. Color charts. Thrilling ideas for re-doing rooms, re-covering cracked ceilings, creating unusual tile effects.

Find out how to do it easily, *beautifully* with Upson Panels.

SAVE MONEY, TOO!

Carpenters apply Upson Panels without fuss or muss right over old plaster or direct to studs. *Send for booklet now! Postpaid—25c. Use coupon.*

UPSON PANELS

THE UPSON COMPANY
227 Upson Point, Lockport, N. Y.

I enclose 25c (stamps or coin). Send me your booklet, "New Interiors For Old."

Name_____

Street_____

City State

Accidents

(Begins on page 50)

George Sanderson, a workingman and father of four, was another accident victim early in the spring. He couldn't take time to sprinkle sand on his icy drive, so slipped and broke his hip instead. His folly resulted in needless expense and the loss of many weeks' take-home pay while he was in the hospital, to say nothing of hardships suffered by his wife and children. But fortunately *he* lived.

Young John Simmons, age two, was not so lucky. Left unwatched by his mother, he tumbled down the unprotected cellar steps, sustained a brain injury, and died. Lack of safety measures caused his death.

It doesn't take much to kill a man, woman, or child, and falls kill more human beings in the home than poison, explosions, and asphyxiation put together. Like most home accidents, falls are caused by human error—negligence, recklessness, lack of foresight. Now, before someone slips on the scatter rug or tumbles down the stairs, is the time to practice preventive medicine. The check list below will help you to itemize home hazards, but don't overlook special booby traps that may be peculiar to your dwelling and premises. Survey your home for danger spots, make necessary repairs, then use your wits to keep the family safe.

Check List to Prevent Falls

STAIRS should be well-lighted, provided with strong railings, kept in good repair and free of obstructions. A low, separate railing for children is a good idea, as is a protective gate at head and foot of stairs. ☐

LADDERS and STEP STOOLS should be strong and sound. Never use improvised substitutes, such as chairs. Learn how to use a ladder properly, placing it firmly, holding the sides as you ascend and descend. ☐

RUGS and CARPETING should be free of rips and tears, firmly secured to floor with non-skid devices. ☐

FLOORS should be even, without defects. Too much wax, improperly used, is a slipping hazard. Mop up water and grease immediately. ☐

LITTER may trip the unwary. Educate the family to pick up and put all articles away after use. ☐

BATHROOM should be provided with safe handholds for bathers, a rubber mat in tub, and non-skid mats on floor. Never leave soap in tub. ☐

SIDEWALKS, DRIVES, STEPS, and PORCHES should be in good repair, clear of leaves, snow, and ice. ☐

GOOD LIGHTING will prevent tripping, stumbling, and falling in the dark. ☐

BASIC DATA for future reference

DON'T FAIL YOUR DAUGHTER... YOU MUST TELL HER THESE *Intimate Facts of Life!*

And here's up-to-date information you and she *can trust* . . .

Every daughter has a right to know these intimate physical facts before she marries. You *must* inform her how important vaginal douching two or three times a week often is to feminine cleanliness, her health, marriage happiness—to combat odor and always after menstrual periods.

And you *should* make her realize no other type liquid antiseptic-germicide tested for the douche is SO POWERFUL yet SO SAFE to tissues as modern ZONITE!

Zonite Principle Developed By Famous Surgeon and Chemist

Be sure to caution your daughter about weak products for the douche. Pity the girl who, through ignorant advice of friends, uses such 'kitchen makeshifts' as vinegar, salt or soda. These *never* can assure the great germicidal and deodorizing action of ZONITE.

On the other hand you must warn your daughter about dangerous products, overstrong solutions of which may burn, harden or scar delicate tissue lining, and in time even impair functional activity of the mucous glands.

Remember, while ZONITE is powerfully germicidal, it's non-poisonous, non-irritating and ABSOLUTELY SAFE to delicate tissue lining. You can use ZONITE as directed *as often as needed* without the slightest risk of injury.

Truly A Modern Miracle

ZONITE destroys and removes odor-causing waste substances. Leaves you feeling so sweet and clean. Helps guard against infection. ZONITE *kills* every germ it touches. You know it's not always possible to contact all the germs in the tract. But you can *be sure* ZONITE DOES KILL every reachable germ and keeps them from multiplying. Any drug counter.

$20,950 GIVEN IN PRIZES

FOR *Presto* COOKER *"Quickies"*

HERE'S ONE

More Food for what you pay... More Leisure every day

with easy, safe, wonderful to use

More homemakers have purchased these best-kitchen-helpers than all other makes of pressure cookers combined. PRESTO COOKERS are the *world's fastest selling pressure cookers* because they are unexcelled for cooking results, quality of construction, efficiency of performance, and beauty of design.

NATIONAL *Presto* REG. U.S. PAT. OFF. COOKERS

Guaranteed by Good Housekeeping

Illustrated is the new "FRY-MASTER"!

Presto COOKERS are available in 10 models or matched sets of 2 to 5 units.

TOUGH OLD BIRDS OR BUDGET MEAT... WHEN PRESTO-COOKED, BECOME A TREAT.

A PRESTO-COOKED VEGETABLE, DONE IN A MINUTE... HAS MORE FLAVOR AND VITAMINS IN IT.

FOR BABY'S HEALTH AND BABY'S PLEASURE... PRESTO-COOK HIS DAILY MEASURE.

write a *Presto* COOKER *"Quickie"*

$20,950 GIVEN IN PRIZES!

1,054 prizes awarded as follows:

1st Prize $1,000 in Cash | 3rd Prize $500 in Cash
2nd Prize $750 in Cash | 4th Prize $250 in Cash
50 Additional Cash Prizes of $50.00 Each
1,000 Prizes of 1 "Companion" PRESTO COOKER Each

Here's a cute little contest you'll want to cut in on. Read the PRESTO COOKER *"Quickies"* in this advertisement. Then write one yourself.

It should be easy for you to win one of the 1,054 prizes in this simple, fascinating contest. No labels or facsimiles to send.

Contest ends midnight March 31, 1949.

FREE ENTRY BLANK! GET YOURS NOW, AT YOUR PRESTO COOKER DEALER.

NATIONAL *Presto* COOKER

GIVEN . . . with Every PRESTO COOKER . . . at no extra cost, a beautifully illustrated, 128-page recipe book, with easy-to-follow, illustrated instructions for PRESTO Cooking and Canning.

EXCLUSIVE! . . . Only PRESTO COOKERS have the Pressure-Tru, 5-10-15 lb. indicator. Safe! Sure! Simple! . . . for hi-speed cooking and pressure canning. Tells how much pressure is in the cooker at all times.

BUY ONE OR A SET OF THESE KITCHEN TREASURES . . . FOR COOKING JOY AND EATING PLEASURES:

The "FRY-MASTER" For tastier, more appetizing, more easily digested foods, fried faster.

6 quart "MEAT-MASTER" (Choice of 2 models.) Holds 5 pint jars for canning.

4 quart "COOK-MASTER" (Choice of 2 models.) Holds 3 pint jars for canning.

3 quart "VEGE-MASTER" (Choice of 2 models.)

COOKER-CANNERS. Available in 3 sizes . . . 12-quart, 16-quart and 21-quart. All equipped with 5-piece accessory set and recipe book.

PRESTO COOKERS are priced from $10.95.

© 1949 N. P. C. CO.

Made by the World's Largest Manufacturer of Pressure Cookers and Canners.

NATIONAL PRESSURE COOKER COMPANY, General Offices and Factory: Eau Claire, Wisconsin

Branch Factories: Menomonie, Wis.; Los Angeles, Calif.; Wallaceburg, Ont., Canada

Barbecue

(Begins on page 56)

and stools are given in Pattern 1109. Plans for chaise longue and chair are in Pattern 1110. Solid comfort!

You may prefer a fireplace not quite so elaborate, but equally as luxurious. Pattern 1111 contains plans and directions for building simple flagstone fireplace. Fire grate is removable. Metal smoke shield which must be made to specifications takes care of pesky wisps of smoke the wind might try to pick up. Designed by Gene Ryan and Harold Payne.

Or in true rustic style build a fireplace from red brick. Barbecue in Pattern 1112 was designed and built by Dr. Arthur Marshall Smith to fit in the rather small area of his back yard. Built in the shape of a "T" the storage space and fountain are backed up against the garage wall; though this need not be the case when duplicating the fireplace.

You will find complete building plans, list of supplies needed, and procedure instructions in each pattern. Select the fireplace that best suits your back-yard resort needs. You'll enjoy your outdoor kitchen every summer for years to come.

ORDER PATTERNS HERE

Please allow two weeks for handling and mailing

(Patterns illustrated on pages 56 and 57 include scaled drawings, complete directions, and a list of necessary materials.)

- ☐ 1108 Outdoor barbecue kitchen. Over-all measurements approximately 6'4" high x 8'4" wide x 4'2" deep ... 25¢
- ☐ 1109 Lazy Susan Table, 2 sizes—6' in diameter x 2'6" table height; 4'6" in diameter x 2'6" high. Pattern includes plans for stools .. 20¢
- ☐ 1110 Chair and chaise, on wheels. Approximate measurements —chaise 6' x 2'6" wide x 1'5" high; chair 3'6" long 2'6" wide x 3'6" high ... 20¢
- ☐ 1111 Flagstone fireplace—approximate over-all measurements, 8'2" wide x 3' deep x 6'3" high ..... 25¢
- ☐ 1112 Charcoal burning barbecue pit. Counter and fountain section measures approximately 8'10" x 2'. Barbecue section measures approximately 3'10" long x 2'6" wide x 2'10" high .. 25¢

(Miscellaneous patterns not illustrated)

- ☐ 740 Garden bench—building & painting ..... 30¢
- ☐ 867 Portable wheelbarrow server on wheels for porch or terrace ..... 20¢
- ☐ 875 California barbecue ..... 20¢
- ☐ 877 Picnic fireplace; no chimney 20¢
- ☐ 997 Barbecue with icebox ..... 20¢
- ☐ 1002 Barbecue table and benches . 20¢
- ☐ 1003 Flower spray painting pattern for garden furniture .... 20¢

Name

Street Address

City *Zone No.* *State*

PRINT name and address in coupon, which will be used as label for mailing patterns. Cut out order form along dash lines, check patterns desired and send M.O. or personal check to: (Please do not send stamps)

American Home Pattern Department

55 Fifth Avenue, New York 3, N. Y.

Sparkle aplenty!

Bright housewives with a flair for doing things right don't wear themselves out scrubbing toilet bowls. They sprinkle Sani-Flush into them at least twice a week and let its chemical action do the work. Sani-Flush chases stains and invisible, germy film in a hurry. Disinfects, too.

Safe in all toilet systems—good in hard or soft water. At all grocers'. Two sizes. The Hygienic Products Co., Canton 2, Ohio.

Sani-Flush

GET TWO CANS FOR CONVENIENCE

Guaranteed by Good Housekeeping

PATENTS Write for information on what steps an inventor should take to secure a Patent.

Patrick D. Beavers, 903 Columbian Bldg., Wash., D. C.

REPAIR SPLIT SALAD BOWLS with PLASTIC WOOD

EASY! No skill required. Handles like putty...hardens into wood.

A CELLULOSE FIBRE FILLER

IN CANS OR TUBES

DOZENS OF OTHER USES

KEEN STUFF! NO MORE SQUEAKS IN MY BIKE SINCE I USED 3-IN-ONE!

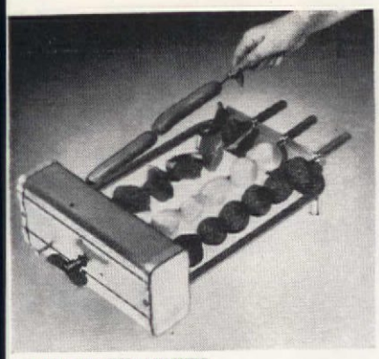
RONALD...

1 or 3 Oz. Cans

Guaranteed by Good Housekeeping

3-IN-ONE OIL

T.M. REG. U.S. PAT. OFF.



THE CHEFTANETTE

THE AIRGUIDE SET

SHELLIE NURSER

ROSEANNA McCOY

NEW FAUCET CANISTERS

NON-SKID BACKING

LOOK, IT'S NEW!

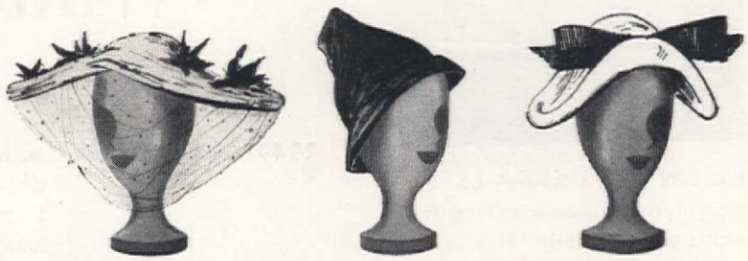
The barbecuing unit at upper left has four skewers that rotate automatically by means of a hand-wound clock mechanism that runs for 30 minutes. Called **THE CHEFTANETTE**, it's about $16.95. Wm. G. Streeter, 214 E. 53rd St., N. Y. **THE AIRGUIDE SET** contains 3 precision-made and guaranteed thermometers, for deep fat frying, roasting meat, and making candy. About $6.50. Fee & Stemwedel, Inc., 2210 Wabansia Ave., Chicago 47, Ill. **SHELLIE NURSER** is revolutionary news for infant feeding. Collapsible, disposable bottles are cut from a roll of plastic tubing and topped with a new "natural action" nipple. They're designed to duplicate breast feeding, are quickly set up on assembling and storing racks. Shellmar Pdts., Mt. Vernon, Ohio. **ROSEANNA McCOY** pattern in Brock dinnerware combines Early American character with modern design. In deep navy with hand-decorated white edging. About $15 for 16 pc. service. Southern California Pottery Co., Lawndale, Calif. **NEW TYPE FAUCET** has two unique regulating handles. One maintains any desired water temperature; the other controls water volume. Cole Valve Co., c/o Mueller Brass Co., Port Huron, Mich. **STREAMLINED CANISTERS** of plastic conserve shelf and refrigerator space. Clear window slit reveals amount and nature of contents. Cani-Stor, Inc., Racine, Wis. **NON-SKID BACKING** on Pebble-Tuft cotton rugs prevents home accidents. Sizes from 24" to 9' x 12' come in a wide range of decorator colors. Aldon Rug Co., 10 W. 33rd St., New York.

for the very latest

Modern magic—New Gas ranges cook oven meals automatically!

Matchless lighting — Broiler, oven, top burners ...all light automatically!

Tailored heat—Only Gas gives dozens of exact top-burner heats instantly!



Featherlight baking — thanks to the *even heat* of an air-circulated Gas oven!

Clean-cut design—No cracks to catch dirt in new streamlined Gas ranges!

Blue Ribbon broiling —Sizzling steaks as only live flame can do it!

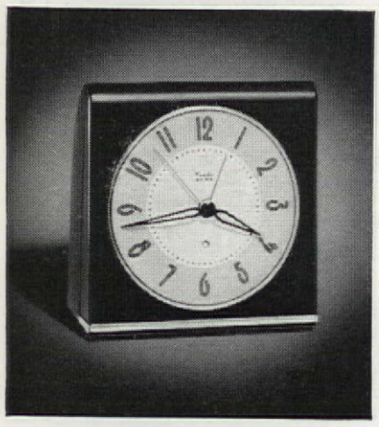
Smart cooks know that for ease, speed and lasting economy any new Gas range built to "CP" standards is *tops!* This CALORIC "CP" Gas range is one. And there are many more brands proudly bearing this "CP" seal, at your Gas company or appliance store. Choose one that suits your "New Freedom Gas Kitchen."* Then for the next work-saving step, see the new Servel Gas refrigerators. They stay silent, last longer!

AMERICAN GAS ASSOCIATION

*CERT. MARK, AMER. GAS ASSOC., INC.

WESTCLOX ELECTRICS

for every room in your home



BIG BEN Electric Alarm—his tuneful gong alarm, adjustable to loud or soft, wakes you pleasantly. He's as handsome to look at as he is in performance—at home in the finest surroundings with his lustrous brown plastic case and gold color trim. Big Ben Electric is $8.95—or, with luminous dial for 24-hour duty, one dollar more.

BARRY Electric Alarm has cheerful bell alarm. Sturdy case, attractively fluted. Choice of black or ivory finish, $4.95.

LOGAN Electric Alarm — beautiful in design; dependable. Ivory finish, gold color trim, $5.95—luminous dial, a dollar more.

ARDMORE Electric Time Clock, one of the newest and most handsome Westclox. Rich brown plastic case with gold color trim, $8.95.

DUNBAR Electric Wall Clock, a good-looking, friendly face in the kitchen. Choice of white, red, green or ivory finish, only $5.95.

prices quoted do not include tax and are subject to change

WESTCLOX

MADE BY THE MAKERS OF BIG BEN

Products of GENERAL TIME *Instruments Corp.*

MARCH, 1949

Acme

What's going on?

1949 Carpet Debut

• New look at and for carpets in the carpet department of your local stores March 1-10. Your first view of new patterns and colors that made big news in the Chicago wholesale markets last January.

Safety After Dark

• Night walkers or bicycle riders take note! "Scotch-lite," a reflecting material that comes in fabric tape or in rolls of plastic sheeting, makes you visible to motorists. New product by makers of Scotch tape . . . We've just learned of a plastic automatic needle threader that does the job with one push of a button. Called Thread-A-Matic.

Eye Saver

Worthy Causes

• March is Red Cross month -- time to give your support to one of the greatest benefactors of mankind . . . Your attention is called also to the observance of Brotherhood Week, February 20-27, sponsored by the National Conference of Christians and Jews.

Odor-Less

• Chemical called "Metazene" deodorizes air without adding another odor. One thimbleful will deodorize 12-room house when released by pressurize gas -- harmless to people, food, and furnishings.

Temporary Houses

• While the housing situation is not as tight as it was a year ago, 760,000 veterans, wives, and their children are living in temporary Quonset huts.

Luther Burbank Centennial

• We haven't heard of any planned observance of March 7, but it surely merits the thoughts of all garden-minded folk -- as the 100th anniversary of the birth, in Lancaster, Mass., of Luther Burbank. Man is still benefiting from the more important of his many plant introductions. For a sincere, frank, unprejudiced historical appraisal of this man, we recommend "Luther Burbank, a Victim of Hero Worship," by Dr. Walter L. Howard, published as Vol. 9, No. 5 of Chronica Botanica (Waltham, Mass.) Price $3.75.

PRINTED IN THE U. S. A. BY THE CUNEO PRESS, INC.

Charm of French Provincial made bright and gay with

Spred Finishes

You may have a variety of modern, washable sheens with SPRED! Take your pick from SPRED-Flat, SPRED-Luster or SPRED "Blend" (a 2 to 1 mix of Flat and Luster) and you find the right one for any room. SPRED Colors are selected by experts! Truly economical, these oil-resin finishes when mixed with water give you extra paint at no extra cost . . . they go on over most surfaces easily and smoothly . . . dry quickly . . . have no painty odor and look good for years.

Glidden

Pacemaker in Paints

Buy any Glidden Paint with confidence! . . . JAPALAC and RIPOLIN enamels for woodwork, trim, furniture; FLORENAMEL for floors; VARNISHES for every purpose; ENDURANCE House Paint and Basecoat.

Quality Glidden Products

© 1949, The Glidden Company

America's Finest Interior Paints

No matter what color or finish you need, you can find it among Glidden's nationally famous paint products! SPEED-WALL, JAPALAC, RIPOLIN and the gorgeous deep tones of Glidden HI-FASHION COLORS will bring you the durability and washability that have made them America's favorite paints. From Glidden's Color Research Laboratory (the country's oldest and largest) come an array of decorator hues for modern or traditional homes. Colors designed for all-around home use and formulated into the finest, long-wearing paints that money can buy. The Glidden name on paints is your assurance of highest quality and extreme ease of application at low cost.

***For free complete color details** and plan-arrangement for the kitchen shown above, write to The Glidden Company, Dept. A-3, Cleveland 2, Ohio.*

Gulistan Renaissance in Willow about $15.75 per sq. yd., higher in the West and South. Also in Cloud Grey, Ocean Turquoise, Maraschino, Fernmist Green, Majolica Rose, Barley Beige. Other lovely Gulistan weaves, $7.75 up.

Photography, Tony Venti

THE DECORATOR DOROTHY POWER

THE THEME CAPE COD CONTEMPORARY

"You can blend modern *and* period," says Mrs. Power, member of the American Institute of Decorators, "if you *base* a room on textured, single-color carpet."

Note how Gulistan Renaissance makes this happy little room in Marshfield, Massachusetts, appear magically more spacious — that's what a single color, wall to wall, can do for *your* room. And what luxury in the light-and-shadow patterns of the thick, sculptured pile! See the 1949 Carpet Fashion Opening, March 1-10, at your favorite store. And — before choosing new carpet, be *sure* to see Gulistan!

THE KEYNOTE GULISTAN CARPET

WOVEN ON POWER LOOMS IN THE U. S. A. • A. & M. KARAGHEUSIAN INC., FIFTH AVENUE, NEW YORK